

D.T3.2.2

# ONLINE TRAINING MATERIALS PART 1

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JOINED REPORT

Version 1  
01 / 2021

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Author(s): Laura Smith

Contributor(s): all PPs





## General Information

Every country and piloting location follows an individual approach on how they present the COCO4CCI project and its online material on their national websites and how these are connected to the tandem partners. Some partners created a new website from scratch with only COCO4CCI relevant material, others used their existing structures. A short summary and overview can be found in the table below. More information and details can be found in the country reports attached to this document:

Country	Tandem Partners	National COCO4CCI Website	Link
Austria	Biz-Up	Joined (Content on CREARE page, #Creativitydrivesinnovation; Biz-Up links to it)	<a href="#">Link</a>
	CREARE		
Germany	bwcon	Joined tandem website	<a href="#">Link</a>
	HdM		
Italy	SIAV	Joined tandem website	<a href="#">Link</a>
	UNIVE		
Poland	AS in Szczecin	Joined tandem website (coco4cci.pl) + Facebook page (operated by Academy of Art)	<a href="#">Tandem website</a>
	NCC		<a href="#">Facebook</a>
Slovakia	CIKE	4 information channels: Separate information on partner websites; Joined Facebook page and Online Platform	<a href="#">CIKE website</a>
	SBA		<a href="#">SBA website</a> Facebook: CoCo4CCI Slovakia <a href="#">Online Platform Solved</a>
Slovenia	CCIS	Website targeting especially AVMs	<a href="#">Link</a>
	RRA LUR	Website targeting especially CCIs	<a href="#">Link</a>



## Online Materials

A short summary of all online materials created and disseminated can be found in the following chapters. More details can be found in the attached country reports.

### Awareness Raising

Several awareness raising materials were published on every partners' websites, these include articles and interviews on creative and cultural Industries, the power of creativity and the potential impact it has on advanced manufacturing. Best practices were shared in articles and videos and the awareness raising materials developed throughout the COCO4CCI process were published (e.g. Wholebrainer Brochure, quiz, transnational mapping report, and the survey of the impact of Covid-19 on creative industries and AVMs).

### Training Materials

The following training materials were implemented on the national tandem websites:

	Titel	Language	Link
<b>Case Studies and specialized knowledge</b>	Case Studies (24 online interviews with founders of the cultural and creative industries in Stuttgart region)	German	<a href="#">Link</a>
	Article: Cool templates from the field of entrepreneurship and innovation? There are far more than "just" the omnipresent Business Model Canvas by Osterwalder. A compilation of the coolest toolboxes and templates that can be downloaded free of charge from the internet.	German	<a href="#">Link</a>
	Expert Interview: In an interview with Margit Wolf, she describes the importance of the cooperation between the creative industries and industry. As project manager at the WRS in the creative industries sector, she actively promotes this networking together with her colleagues and provides numerous best practice cases in this interview.	German	<a href="#">Link</a>
	Web tutorial series (8): In this workshop series, we will show you good and inexpensive tools that can help you on the way from the idea to the marketable product or service.	German	<a href="#">Link</a>
	Technology - Industrial Automation: Creativity & Artificial Intelligence	Italian	<a href="#">Link</a>
	Video interview: Artificial intelligence and art - how to create new meaning for advanced manufacturing companies'	Italian with English Subtitles	<a href="#">Link</a>



	Article: Design Thinking is not enough	Polish and English	<a href="#">Link</a>
	Case Study / article on future trends by Zuzanna Skalska	Polish	<a href="#">Link</a>
	Article / case study on future trends (3D printing within the construction sector)	German and English	<a href="#">Link</a>
	Article and Web Tutorial (3 videos) on IPR	German and English	<a href="#">Link</a>
<b>Web Tutorial - Mindset</b>	Video: #COCO4CCI - Talk about: Mindset with Edoardo Fainello	Italian with English Subtitles	<a href="#">Link</a>
	Video: Talk about: Mindset with Valentino Catricalà	Italian with English Subtitles	<a href="#">Link</a>
	Podcast + article: Creativity and circular economy	Podcast in Slovak; article in Slovak and English	<a href="#">Podcast</a> <a href="#">Article</a>
	Podcast + article: Innovation in times of crisis - is sustainability and creativity the answer?	Podcast in Slovak; article in Slovak and English	<a href="#">Podcast</a> <a href="#">Article</a>
	Webinar: Circular Design	English	<a href="#">Link</a>
	Webinar Series (3): Service Design	English	<a href="#">Link</a>
<b>Web Tutorial - Future Trends</b>	Web Tutorial: This presentation was given during the Hightech Summit Baden-Württemberg 2020. Manuel Kulzer introduced the Competence Centre and the AI Trainer Programme and presented two AI pilot projects run in this framework	German	<a href="#">Link</a>
	Video: #COCO4CCI - Talk about: Trends with Laura Aglio	Italian with English Subtitles	<a href="#">Link</a>
	Podcast + article: Service design	Podcast in Slovak; article in Slovak and English	<a href="#">Podcast</a> <a href="#">Article</a>
	Podcast + article: Circular Design and Biomimicry	Podcast in Slovak; article in Slovak and English	<a href="#">Podcast</a> <a href="#">Article</a>
	Webinar Series (3): "Hello, futures": special focus on the importance of speculative design	English	<a href="#">Link</a>
<b>Web Tutorial - Technology</b>	Web Tutorial: Maximilian Schmierer, CEO of b.Rex, presents an overview of the technologies his company uses for client projects: from augmented and virtual reality to CGI & 3D animation, as well as a real-life use case:	German	<a href="#">Link</a>



	Web Tutorial: Robin Wenk, CEO of Lightshape, shows a real use case developed for AUDI AG. The core of the system at Audi in Ingostadt is the HCC communication software created by LIGHTSHAPE, which enables the collaborative work of several users.	German	<a href="#">Link</a>
	Video: #COCO4CCI - Talk about: Technologies with Shira Fano	Italian with English Subtitles	<a href="#">Link</a>
	Video: Talk about: Technologies with Alfredo Adamo	Italian with English Subtitles	<a href="#">Link</a>
	Podcast + article: Technologies for a sustainable future - Introduction	Podcast in Slovak; article in Slovak and English	<a href="#">Podcast</a> <a href="#">Article</a>
	Podcast + article: Technologies for a sustainable future - Blockchain and 3D printing	Podcast in Slovak; article in Slovak and English	<a href="#">Podcast</a> <a href="#">Article</a>

## Matchmaking Tool

Every country chose a different approach on how to do maintain an active online matchmaking:

Country	Online Matchmaking Tool	Link
Austria	Creative Coffee Break - Video matchmaking profile CCI	<a href="#">Link</a>
Germany	Active Matchmaking by offering a sign up and registration option	<a href="#">Link</a>
Italy	Matchmaking Cards / Information Sheet with interested parties	<a href="#">Link</a>
Poland	Individual Matchmaking with a Mural Board as conversation and discussion starter + online presentation of companies who look for collaborations	<a href="#">Link</a>
Slovakia	Online Matchmaking and Networking platform	<a href="#">Link</a>
Slovenia	Link to existing CCI + AVM matchmaking platform	



// Attachment 1: Report Austria (Business Upper Austria and Creative Region Linz & Upper Austria)

## D.T3.2.2

# ONLINE TRAINING MATERIALS PART 1

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AUSTRIA

Version 1  
01/2021

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Author(s): Laura Smith & Wolfgang Gumpelmaier-Mach

Contributor(s): Business Upper Austria & CREATIVE REGION Linz & Upper Austria





## General Information

Tandem Partners:

Business Upper Austria

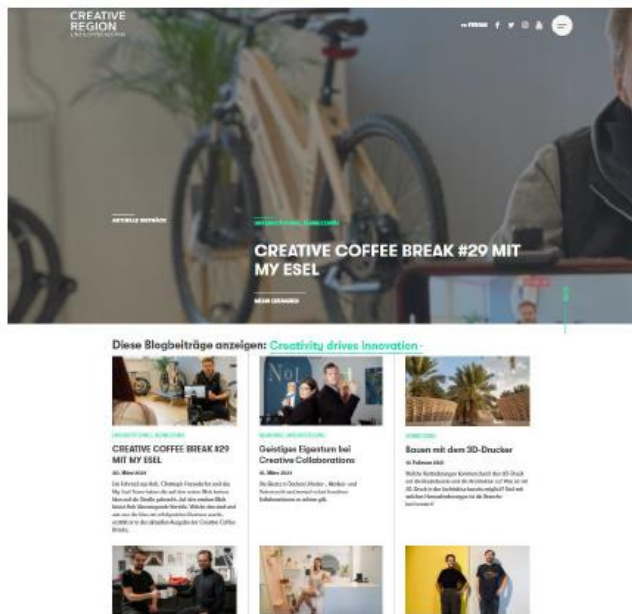
+

CREATIVE REGION Linz & Upper Austria

National COCO4CCI website:

The Austrian COCO4CCI team decided that the main target group for the national COCO4CCI website are the Creative Industries. This group can be mainly reached through the CREATIVE REGION website. A special hashtag was created to filter out the specific COCO relevant content: "Creativity Drives Innovation"

The AVM side and Partners by Business Upper Austria will be mainly reached through personal contact and a page on the websites ([m-h-c.at](http://m-h-c.at) and [mechatronik-cluster.at](http://mechatronik-cluster.at)) links directly to the CREATIVE REGION page and the specific COCO content (<https://creativeregion.org/blog/creativity-drives-innovation/>).



CREATIVE REGION website for COCO online materials "Creativity drives Innovation"



## Online Materials

The online materials range from interviews to case studies. All to be found under the hashtag “Creativity drives innovation” at [creativeregion.org](https://creativeregion.org).

## Awareness Raising

For the online awareness raising, we decided to publish an [interview](#) by Wolfgang Gumpelmaier-Mach and Laura Smith on the relevance of creativity in the innovation process.



### Kooperationen entlang neuer Wertschöpfungsketten

Gemeinsam mit einem internationalen Projektteam haben wir uns zum Ziel gesetzt, die Vernetzung zwischen der Kultur- und Kreativwirtschaft (englisch „Cultural and Creative Industries“, kurz CCI) und Unternehmen mit Fokus auf „advanced manufacturing“ (kurz AVM) zu fördern und voranzutreiben und Kooperationen entlang neuer Wertschöpfungsketten zu ermöglichen. Über das Projekt COCO4CCI und die damit verbundenen Aktivitäten erzählt Projektleiterin Laura Smith von der [business upper austria](#) und Kommunikationsmanager Wolfgang Gumpelmaier-Mach von der CREATIVE REGION im Gespräch.

In this article, the video - recorded during the INFO DAY in Steyr - was used to highlight the collaboration between CCI and AVM once more. Also, the Whole Brainer Brochure was mentioned and linked to raise awareness amongst the target groups.



**Collaboration Cellider for Cultural and Creative Industries**  
 Diese Broschüre ist Teil des Projekts [COCO4CCI](#), das sich die Vernetzung zwischen der Kultur- und Kreativwirtschaft (CCI) und produzierenden Unternehmen zum Ziel gesetzt hat. Downloaden Sie diese [COCO4CCI](#) -er Broschüre hier: [https://www.creative-region.at/wordpress/wp-content/uploads/2020/07/whole-brainer-englisch.pdf](#) (Datei: COCO4CCI -er Broschüre - englisch) und kopieren Sie den QR-Code in COCO4CCI direkt auf Ihren Handy, um die Broschüre zu downloaden.

#### Wolfgang

„Genau. Anders gesagt wollen wir das Beste aus beiden Welten vereinen. Wir sind überzeugt davon, dass durch die Vernetzung der Kreativwirtschaft mit anderen Industriezweigen viel Neues entstehen kann und sich die wirtschaftliche und soziale Entwicklung durch die Stärkung von Innovationsprozessen mit kreativer Input erleichtern lässt. Unser Motto lautet daher: „Creativity drives innovation.“

Viele Unternehmen der Kultur- und Kreativwirtschaft verbinden sich durch ihre offenen Denkweisen, innovativen Ansätze sowie ein gewisses Maß an Flexibilität aus. Auf der anderen Seite stehen die Erfahrungen moderner Fertigungsunternehmen und ihre stark technologisierten Prozesse. Beide können voneinander viel lernen - genau dieses Potenzial gilt es herauszufiltern, um Prozesse, Tools und Methoden zu optimieren um letztendlich bessere Produkte und Services zu generieren.“

TEP: Wenn ideale und rechte Gelehrthilfe zusammenarbeiten, entsteht daraus Neues. Wir nennen dies Konzept [WOLFGANG](#) 🍀

**Ihr habt euch mit "advanced architecture" einen thematischen Fokus gesetzt. Was versteht man darunter?**

Furthermore, another article was published on the [Business Upper Austria Website](#) on one of the INFO Day Events in Steyr, in order to raise the AVM awareness on the topic.





Startseite [News & Presse](#)

## OPEN STUDIOS STEYR 2020: Ein Tag im Zeichen der Kreativität



Gabriel Grube stellt den Teilnehmer\*innen das Interreg-Projekt COCO4CCI vor © Hannes Ecker

06.10.2020

**Vor allem in wirtschaftlich herausfordernden Zeiten braucht es innovative Ideen und den Mut, neue Wege einzuschlagen. Der Kreativwirtschaft mit ihrer Innovationskraft kommt dabei eine entscheidende Rolle zu. Bei den OPEN STUDIOS in Steyr am 25. September bekamen die Besucherinnen und Besucher Einblicke in die Arbeit von Kreativen und erlebten, wie diese unseren Alltag prägt.**

Die ursprünglich als dreitägige Veranstaltung geplanten OPEN STUDIOS STEYR fanden aufgrund der aktuellen Corona-Situation in kompakter Form am 25. September 2020 statt. Dank der Flexibilität der Projektpartner\*innen wurde den Teilnehmer\*innen unter Einhaltung der Sicherheitsmaßnahmen ein Blick hinter die Kulissen der Kreativwirtschaft ermöglicht. Über die



Gabriel Grube

**Projektmanager**  
**Schwerpunkt** Tischli  
 Aufgaben: Firmen-K  
 Qualitätsmanagement  
**E-Mail senden**

## Training Materials

Austria prepared two Training Materials:

1. Future Trends Article/ ase Study Publication on 3D Printing within the construction sector in German: <https://creativeregion.org/2021/02/bauen-mit-dem-3d-drucker/>. The English version of the training material (PDF) is also linked in the German article.



International hat sich der 3D-Druck in der Architektur und in der Bauindustrie bereits einen Namen gemacht, vor allem im Städtebau. Aber auch in Österreich breitet die noch relativ junge Technologie zum Einsatz. Im Oktober hatten wir diese im Rahmen unserer **WIRTSCHAFTSREISEN** in der Region Steiermark besucht. Welche **Veränderungen** kommen durch den 3D-Druck auf die Bauindustrie und die Architektur zu? Was ist mit 3D-Druck in der Architektur bereits möglich? Und mit welchen **Herausforderungen** ist die Branche konfrontiert?

### Nochhaltig bauen mit 3D-Druck

International hat sich der 3D-Druck in der Architektur und in der Bauindustrie bereits einen Namen gemacht. So werden es bahnbrechende Architekturprojekte **Architects Mies van der Rohe**, die Vorteile des 3D-Drucks gelernt zu nutzen sind



1. Article and web tutorial on IPR in Austria/EU in German: <https://creativeregion.org/2021/03/geistiges-eigentum-bei-creative-collaborations/>. The English version of the training material (PDF) - including three videos on IPR - is also linked in the German article.



INTELLECTUAL PROPERTY FOR  
 CREATIVE COLLABORATIONS



LEGAL ASPECTS THAT EVERY  
 CREATIVE SHOULD KNOW

BY CREATIVE REGION CCI 4 CCI  
 AND AUSTRIAN INNOVATION  
 AGENCIES NATIONAL INSTITUTE FOR INTELLECTUAL PROPERTY

**Worauf bei Kooperationen rechtlich zu achten ist**

Rechtsanwältin **Katharina Blum** und Sachverständiger **Michael Lenzinger**, zusammen die **Team of Legal**, haben **COCO4CCI** unseren Blick mehr geschärft, was bei Kooperationen in Sachen **Urheber-, Marken- und Patentrecht** zu achten ist. Wir haben hier regelmäßig mit Unternehmen verschiedener Branchen zusammengebracht, um die wichtigsten Rechtsaspekte und gesetzlichen Bestimmungen für geistiges Eigentum kennen zu lernen.

**Die Anfänge**

„Die Urheberrecht gibt es in Österreich seit dem **Biederbach**. Danach war es erstmals möglich, Bücher oder

**Matchmaking Tool**

For the Austrian COCO4CCI Matchmaking we decided to create videos called “Creative Coffee Break” where CCIs are interviewed and have the chance to present themselves, their work and talk about relevant topics. These interviews are available on the CREATIVE REGION website, in video format as well as in written form. Goal of these videos is to give the AVMs a chance to see the person behind a name / brand and ideally motivate them to cooperate with them.



**Synergien beim Grafik- und Möbeldesign nutzen**

**Michael Holzer** hat beim **COCO4CCI Matchmaking** ein wirklich abgelesenes Gespräch über die Synergie zwischen Grafik- und Möbeldesign geführt. Er hat seine Visionen, sein Unternehmen für seine Aktivitäten für seine **Creative Coffee Break #14** und die **Creative Region CCI 4 CCI**. Wie die Zusammenarbeit für diese unterschiedlichen Produkt- und Grafikdesigner aussehen könnte, ist in der **14. Ausgabe der Creative Coffee Break**. Außerdem spricht über die synergetische Kombination von Grafik- und Möbeldesign, sein Unternehmen verbindet zu wissen, warum er von Büro in der Tabakfabrik Linz verlegt hat, und über aktuelle Projekte.



**Creative Coffee Break #14 mit Michael Holzer zum Nachlesen**

**CREATIVE REGION:** Was macht Michael Holzer?

**Michael Holzer:** Ich mache Grafik- und Produktdesign. Grafikdesign mit dem Schwerpunkt Branding, Markenentwicklung und visuelle Kommunikation, Produktdesign mit dem Fokus auf Möbeldesign. Dazu gibt es noch ein breites Spektrum an weiteren, oft an der Schnittstelle 2D/3D, wie z. B. Verpackungsdesign-Projekte oder Grafik im Raum, sprich z. B. Gestaltungsgeschäfte.

**CREATIVE REGION:** Dein Portfolio ist sehr vielseitig. Wie kam es zur Kombination von Grafik und Produktdesign?

**Michael Holzer:** Ich habe an der Kunstuniversität in Linz Industriedesign studiert und diese schon immer bald im Studium



## Impact and Follow-Up

**Users and visitors of the (regional) website:**

In the time between October 2020 and March 2021, the articles were viewed 760 times.

**Upcoming plan and steps for the website:**

The website will be further developed within the process, especially with a bigger focus on explaining the matchmaking process, for potential participants to understand and know what to expect.





// Attachment 2: Report Germany (bwcon and HdM)



## ONLINE MATERIALS 1

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STUTTGART	Version 1
	03 2021

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Author: Magdalena Weinle  
Contributor(s): bwcon, HdM










## Description

PP6 and PP9 have decided to set up a new regional Tandem website that provides targeted information about the project. The integration into the existing websites of bwcon and HdM proved to be impractical from a technical and administrative point of view. Online tools, interviews, etc. are presented here <http://cocobw.de/about-us/ressourcen/> and also distributed via the Social Media channels of PP6 and PP9.



## Documentation

#	Type	Online since	Content / Short description	Photo / Screenshot
1	Web Tutorial	09/03/2021	Maximilian Schmierer, CEO of b.Rex, an overview of the technologies his company uses for client projects: from augmented and virtual reality to CGI & 3D animation. He presents a real-life use case: Munis, a platform they developed for organising online events and trade fairs, where users can interact online, navigate through stands, embed and schedule livestreams into the event stage and see in real time where customers are on the platform and what they are interested in.	
2	Web Tutorial	09/03/2021	Robin Wenk, CEO of Lightshape, shows a real use case developed for AUDI AG. The core of the system at Audi in Ingostadt is the HCC communication software created by LIGHTSHAPE, which enables the collaborative work of several users. Simple consumer hardware such as Oculus Rift and HTC Vive can be used for this, but also, as in this case, professional tracking systems or VR headsets. This allows a whole team of users to communicate in a physical space in VR and examine virtual models. In addition, multiple VR headsets and holodecks can connect from	



			anywhere in the world. All users are in the same virtual space and discuss their respective problems on the 3D model at hand. In this way, complicated situations can be expressed and evaluated, completely independent of physical limitations. The XR system is particularly easy to use, even for users without prior experience with the system.	
3	Web Tutorial (Toolbox)	19/03/2021	Cool templates from the field of entrepreneurship and innovation? There are far more than "just" the omnipresent Business Model Canvas by Osterwalder. A compilation of the coolest toolboxes and templates that can be downloaded free of charge from the internet.	
4	Case Study (24 Online Interviews)	Started in June 2020	How are the founders of the cultural and creative industries in the region doing at the moment? What are their projects and goals? What hurdles did they have to overcome and what tricks did they use to make it? How do I win pitches? Where do I find the right network partners?  We answer these questions and many more in our weekly Founder Insights!	
5	Case Study (Expert Interview)	09/03/2021	The creative industries are an important economic factor in the Stuttgart Region. It provides a lively environment and is more than just a source of impetus for other industries. The Stuttgart Region Economic Development Corporation (Wirtschaftsförderung Region Stuttgart GmbH, WRS) is helping to further strengthen and better network this diverse sector. We found out how important	



			cooperation between the creative industries and industry is in a conversation with Margit Wolf. As project manager at the WRS in the creative industries sector, she actively promotes this networking together with her colleagues and provides numerous best practice cases in this interview.	
6	Web Tutorials (8)	Started in June 2020	Created a great idea and now what to do next? Which channels do you use to reach your target groups and how can you best convince them of your innovation? In this workshop series, we will show you good and inexpensive tools that can help you on the way from the idea to the marketable product or service.	
7	Web Tutorial	09/03/2021	This presentation was given during the Hightech Summit Baden-Württemberg 2020. Manuel Kulzer introduced the Competence Centre and the AI Trainer Programme and presented two AI pilot projects run in this framework. The pilot project with Josef Buschbacher from CLC is about the conception of an AI assistance software in care, and the related analysis and design phase in the HCD process. The AskYourUI pilot project introduced by Manesklou is focused on the prototyping and evaluation phases.	





// Attachment 3: Report Italy (UNIVE and SIAV)



D.T3.2.2

## ONLINE TRAINING MATERIALS PART 1

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Italy	Version 1 03/2021
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Author(s):

Contributor(s): PP8 - Università Ca' Foscari Venezia and PP10 Confindustria Veneto SIAV S.p.A.





## General Information

Tandem Partners: Confindustria Veneto Siav; Università Ca' Foscari Venezia

National COCO4CCI website:

<http://www.factoryofknowledge.net/gate/contents/community?openform&id=58E5DA3D04FFD9AEC12583D7004CBEE9>

## Online Materials

### Awareness Raising

Veneto region's partners developed a set of tools to train and deliver valuable online content on the three key topics for CCI-AVM cooperation collider: trend, mindset and technology.

The tools we present in the report are as following:

- Training material
  - 1) 2 case studies video interviews
  - 2) 6 web tutorial video pills
- "Matchmaking Profile - Cards" as match-making online tool
- Report on Covid impacts on CCI sector

### Training Materials

- 1) We developed the content and the realization of two case studies.
  - a. "Technology - Industrial Automation: Creativity & Artificial Intelligence". We created the case study, which is currently being approved by the company we have identified as a best practice in the Veneto Region, for the application of Artificial Intelligence in business processes and business models. The interview with the Company's expert and the publication of the video on our website is scheduled for the second week of April.
  - b. "Artificial intelligence and art - how to create new meaning for advanced manufacturing companies". We interviewed the artists Oriana Persico and Salvatore Iaconesi, founders of the Her She Loves Data research centre, which studies the psychological and social implications of technologies. The Datapoesis project is carried out by their research centre thanks to an invitation to a tender and a consortium of entrepreneurs from Ivrea who took over the Olivetti factories to start a regeneration process. The first datapoetic object is "Objective". It is a public lighting lamp animated by real-time data on the state of extreme poverty in the world. This lamp informs us of how many people leave or enter into this condition, which the United Nations defines as \$1.9 a day to survive. It is a lamp that will never go out until this number of people in the world falls below the threshold of 500,000. "Objective" is designed to bring everyone to have a deep reflection around data and big data. It is a totem, perfectly representing the potential of new technologies, especially artificial intelligence, and a lesson on how to deal with social issues through technology. Salvatore Iaconesi participates to the new task force, promoted by the Italian Government and AgID - Digital Agenda in 2017 2018.



Through this experience, Italy is designing a "data driven" national strategy in order to become the international laboratory to deal with how to create social cohesion, solidarity, social sensitivity through new technologies. This direction is necessary, to avoid the current development of data and computing industry as an extractive industry. In the opinion of the two interviewed artists and researchers, art, creativity and social awareness are key elements to reach this goal and build a a social responsible digital revolution.

Method: Identification of creative and cultural enterprises using new technologies in an innovative way.

Scheduling the interview with relevant personalities to represent a case study and discuss possible interaction and collaboration between CCI and AM.

Realisation of interview

Dissemination of Content on Social Networks: link

[https://www.youtube.com/watch?v=o\\_ZUETI0R68](https://www.youtube.com/watch?v=o_ZUETI0R68)

- 2) We achieved the realization of the 6-web tutorial, 2 for each dimension, respectively in: Mindset, Trends, Technologies. We decided to use the Video-Pills format.

3 of the video-pills were carried out with an expert for each dimension telling us the main challenge the Companies are facing, what kind of competencies are requested in the labour market and for which scenarios we should be prepared in the near future.

Other 3 video-pills present the opinion o three experts of the collaboration between CCI and AVM, which told us which element is fundamental as trend, mindset development and technology to achieve more effective collaboration, how to facilitate the collaboration and a concrete example from their field experience.

- a. More in details, we had the first video focusing on "Mindset", with Dr. Edoardo Fainello, in which the main findings were related to the figure of the entrepreneur as a creative person, a consideration of the risk variables that companies need to calculate when reviewing their business models. Creativity serves on the one hand in the solution of concrete problems that the company has to face. On the other hand, creativity serves to stimulate those approaches that favour the rethinking of activities and that highlight, for example, the need to involve other competences.

<https://www.youtube.com/watch?v=FIOTjT1EMh4&list=PL5oJYO7CFQVct0fwu5x5fqSaPwWwIV0GO&index=1>

- b. The second video were dedicated to the "Future Trends" the Companies have to deal with in the next few years. Dr. Laura Aglio, listed the main trends that companies need to follow to stay on the trajectories launched by the European Union. These are mainly digitalisation, sustainability and the circular economy, internationalisation, which entails looking at both European networks and cross-border cooperation.

<https://www.youtube.com/watch?v=tBD0Viu2ycQ>

- c. The third video, with the intervention of Dr. Shira Fano, focused on the diffusion of technology in companies in the North East of Italy. A recent research conducted by the Fondazione Nord Est on 306 medium-sized manufacturing companies reveals some interesting



facts. The sample of companies was divided into 3 clusters according to their technological maturity and their approach to new technologies. It emerged that the relationship between digitisation and forms of internationalisation is evident. In particular, digital technologies make it possible, for example, to reduce costs and facilitate companies' entry into new international markets.

<https://www.youtube.com/watch?v=ik1b3yig4DY&list=PL5ojYO7CFQVct0fwu5x5fqSaPwWwIV0GO&index=2>

- d. The fourth video shows the opinion of the CEO of Alan Advantage, Alfredo Adamo, on the topic of key technology for future cooperation between CCI and AVM. Alfredo Adamo has many years of experience in bringing artists and creatives into contact for the development of new technologies including artificial intelligence and virtual reality. The expert indicates mixed reality, i.e. augmented reality (virtual reality mixed with the reality of the real world around us) and artificial intelligence as the most important technologies needing collaboration. "ReHumanism", the biannual competition for contemporary art through technology seek and put in place the contamination of the humanistic world (artists, psychologists, philosophers) with the world of advanced technologies. The main tool to make professionals from two worlds work together are "Design thinking" sessions, "Speculative Design" and a residency period of artists and humanist within the company.

<https://www.youtube.com/watch?v=TFIY6cvrfil&t=186s>

- e. The fifth web tutorial bring the experience of Valentino Catricala curator of Soda Gallery in Manchester on the topic of new mindsets needed to develop more collaboration between CCI and AVM. The expert tells us the importance of sympathy, in its etymological meaning, as fundamental element to unite, attracts, fascinates, and stimulates interest between two different approaches as the creative and the technological fields. The main tools to build sympathy and cooperation are: effective and strategic governmental plans and cultural tools. The expert also cites some examples of successful collaboration from the past and in the current days.

<https://www.youtube.com/watch?v=XoQepkKtTXo>

- f. The sixth web tutorial focused on the academic point of view on new trends of collaboration between CCI and AVM, shown by Professor Giovanni Vaia, from the department of management of Ca' Foscari University and director the Digital Enterprise Lab. The expert offers many key insights in order to better understand how businesses and the entire society will increasingly need innovative tools and match-making between digital technologies implementation and creative/humanistic mindset.

## Matchmaking Tool

In this section we have decided to include the Deliverable "Matchmaking Profile - Cards" which can be found at the following link on our project official website:

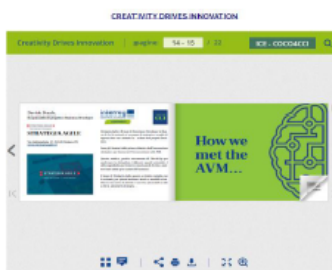
<http://www.factoryofknowledge.net/gate/contents/community?openform&id=58E5DA3D04FFD9AEC12583D7004CBEE9>



This is the direct link to the deliverable: <http://www.factoryofknowledge.net/publications/COCO4CCI-Creativity Drives Innovation/index.html>

The purpose of creating a shared database is to facilitate matchmaking. Companies can consult these short information sheets to see which other companies have shown interest in the COCO4CCI project and can contact the participants in the piloting process. The idea is in fact to foster a vibrant and active ecosystem of companies offering to get to know each other and, subsequently, to collaborate.

This is what they look like:



### Report on Covid impact on CCI sector

The pandemic situation spreading on the world caused unintended effects on COCO4CCI projects and new focuses. We developed a survey in order to better understand the main impacts of Covid pandemic in CCI sector and the key role played by technology and digitalization in the new scenarios opening up for the future. The main results of the enquiry have been disseminated and presented to add this important focus to the creation of awareness for the cooperation collider.

<http://www.digitalenterpriselab.it/dipartimento-management-delluniversita-ca-foscari-venezia-condotto-uninteressante-survey-covid-19-post><https://www.youtube.com/watch?v=TFIY6cyrfil&t=186s-emergency-transformation-for-culture-and-creative-indus/>

### Impact and Follow-Up

Upcoming plan and steps for the website:

Simultaneously with the start of the first piloting cycle, we will be able to evaluate whether to create a space on our website where participants can share the materials that have emerged during the course.



// Attachment 4: Report Slovakia (CIKE and SBA)

## D.T3.2.2

# ONLINE TRAINING MATERIALS PART 1

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Slovakia

Version 1  
03/2021

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Author(s): Denisa Rášová (SBA)

Contributor(s): Ladislava Juhászová (CIKE)





## General Information

Tandem Partners: CIKE, SBA

National COCO4CCI website:

*Describe if you have a common or separate website, if separate explain how they are interlinked. Also add Screenshots and links*

Each Slovak tandem partner has its own website, where both share basic information and news on the COCO4CCI project ([CIKE Website](#), [SBA Website](#)). These websites are not interlinked. But partners created a joint Facebook fan page (CoCo4CCI Slovakia) in the past, where all relevant information related to the project and our target groups are spread.



COCO4CCI subpage under SBA website



COCO4CCI subpage under CIKE website



CoCo4CCI Slovakia Facebook

Additionally, there is a separate online platform called [Solved](#) that tandem partners and project stakeholders (CCI, AVM representatives and other experts) use as a shared website and working space. Solved is a marketplace for sustainability-related knowledge work where you can find, hire and work with the experts you need to create smart, sustainable and resource-efficient solutions.

The platform is adapted to COCO4CCI needs and provides additional features needed for effective communication and online match-making. The platform is not freely accessible, it requires registration. The platform contains:

- Main feed: aimed at posting general project-related and up-to-date information
- Chat function: you can reach out to whoever in the network (CCIs, AVM, other experts, project team)
- Media section: with all project-related outputs aimed at raising awareness like articles, podcasts or the quiz
- AVM Challenges and virtual workplace: a section where all AVM challenges are displayed, CCI representatives can assign to the challenges, enter the virtual workplace and start a conversation with AVM representatives
- Experts: profiles of all stakeholders (CCI, AVM representatives, project team and other experts)
- Partners: List of partners



COCO4CCI Platform: Media section

COCO4CCI Platform: Event section

COCO4CCI Platform: AVM Challenges



COCO4CCI Platform: Expert section

COCO4CCI Platform: Partner section

COCO4CCI Platform: Main feed



COCO4CCI Platform: Chat function

COCO4CCI Platform: Expert profile

## Online Materials

List all of the online materials and tools with a short description and screenshot, which are available at your COCO4CCI website, split in categories (awareness raising, training, matchmaking tool, other)

### Awareness Raising

As part of D.T3.2.2, SBA and CIKE created podcast series called CREATIVITY4CIRCULARITY. In total, 6 podcasts were recorded, 2 per dimension (#mindset #technology #trends). Out of each podcast an article in Slovak and English was prepared and published on [CIKE website](#). All podcasts are available on [Anchor](#) and disseminated. Podcasts / articles are devoted to the following topics:

#### #MINDSET

1. Creativity and circular economy
2. Innovation in times of crisis - is sustainability and creativity the answer?

#### #TECHNOLOGY

3. Technologies for a sustainable future - Introduction
4. Technologies for a sustainable future - Blockchain and 3D printing

#### #TRENDS





- 5. Service design
- 6. Circular Design and Biomimicry



COCO4CCI Podcast series called Creativity4Circularity



6 episodes on #mindset #technology #trends



Articles created from the podcasts

## Training Materials

Quiz

## Matchmaking Tool

Our matchmaking tool, COCO4CCI platform created under Solved, including its functionalities enabling online matchmaking and networking were described above.

## Other

N/A

## Tracking and Follow-Up

Users and visitors of the website:

As mentioned earlier, there are 3 websites (and 1 Facebook fan page) through which we communicate:

- CIKE Website (COCO4CCI Subpage) - unfortunately, CIKE webpage does not allow collecting information on visitors
- SBA Website (COCO4CCI Subpage) - unfortunately, SBA webpage does not allow collecting information on visitors
- COCO4CCI Facebook - total Page Followers 133 (+ 19 in 6 months)
- COCO4CCI Tandem website / platform - The platform is not freely accessible, prior to entering the platform, registration is required. As of March 29, the total number of registered experts and users is 76.

Upcoming plan and steps for the website:

Since the COCO4CCI Tandem website / platform has many functionalities, we will continue using the platform for matchmaking activities, uploading up-to-date information and materials related to the project and engage users to interact with each other to enable links between stakeholders.



// Attachment 5: Report Slovenia (CCIS)

D.T3.2.2

## ONLINE TRAINING MATERIALS PART 1

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Slovenia	Version 1
	03/2021

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Author(s): Nina Vrabelj, Grit Ackermann & Žiga Lampe

Contributor(s): Chamber of Commerce and Industry of Slovenia - CCIS





## General Information

Tandem Partners: <https://kreativniportal.gzs.si/>

National COCO4CCI website:

*Describe if you have a common or separate website, if separate explain how they are interlinked. Also add Screenshots and links*

CCIS and RRA LUR have separate webpages. CCIS has prepared webpage for AVMs and RRA LUR has a webpage for creatives. An important part of the COCO4CCI project is to build a regional COCO4CCI online materials for CCI and AVM. Both Slovenian partners were responsible for the implementation. CCIS has prepared a webpage or platform, which have a good number of users from our target groups which are AVMs. We have created an interlinked, concerted and coordinated offer for AVMs and CCIs, which is fully integrated into our organisations (online) service offer. The offer includes definition of CCI sector, different studies, analysis and mapping of CCI sector and potential. There are case studies and best practices of collaboration between AVM and CCI. To learn more about methodology and specific topics od design articles, videos, tutorial, lectures, interviews are available.

AIM of these regional COCO4CCI websites is to


- o Get CCI interested in collaborating with AVM
- o Get AVM interested in collaborating with CCI
- o Provide facts about AVM and the opportunities and benefits of collaboration to CCI
- o Provide information and facts about CCIs potential to AVM
- o Provide practical knowledge and insights into different areas and trends in AVM (best practices, case studies, tutorials, training materials, articles, ...)
- o Provide information and opportunities for collaboration

## Online Materials

*List all of the online materials and tools with a short description and screenshot, which are available at your COCO4CCI website, split in categories (awareness raising, training, matchmaking tool, other)*



**Awareness Raising**

#	Type	Online since	Content / Short description	Photo / Screenshot
1	brochure	15/01/2021	Wholbrainer brochure	

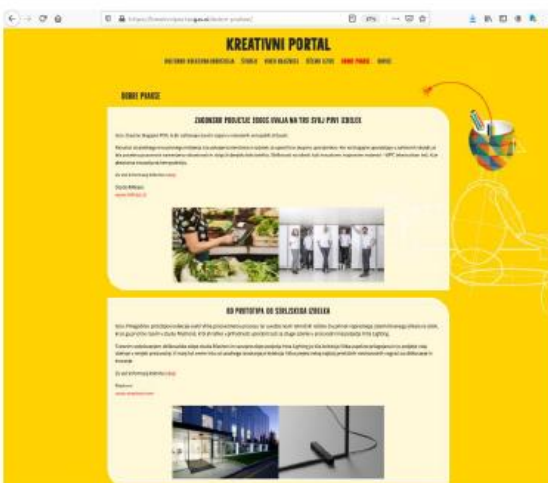


				
2	Mapping	15/01/2021	Transnational Mapping Report - Positioning of the Regions in Central Europe	

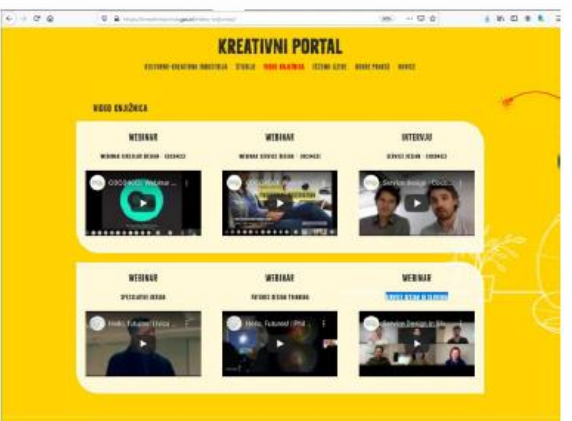


				<div style="text-align: center;">    <p><b>TRANSNATIONAL MAPPING REPORT</b>        - POSITIONING OF THE REGIONS IN CENTRAL EUROPE -</p> <hr/> <p>Deliverable D.T1.3.1 <span style="float: right;">Version 2</span>        Università Ca' Foscari Venezia <span style="float: right;">2/2020</span></p> </div> <div style="text-align: center; background-color: #76b82a; color: white; padding: 10px;">   <p>#COCO4CCI</p> </div>
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3	Best practices	15/01/2021	Different best practices from Slovenia and abroad	

Training Materials


1	video	15/01/2021	Webinar Circular Design - COCO4CCI	
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2	video	15/01/2021	Webinar Service Design - COCO4CCI	
3	video	15/01/2021	Service design - COCO4CCI	



4	Video	15/01/2021	Service Design in Slovenia - roundtable	
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// Attachment 6: Report Slovenia (RRA LUR)

D.T3.2.2

## ONLINE TRAINING MATERIALS PART 1

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SLOVENIA, RRA LUR

Version 1  
03 2021

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Author(s): Regional Development Agency of the Ljubljana Urban Region

Contributor(s): Tina Pezdirc Nograšek, Petra Pavšič





## General Information

### Tandem Partners:

#### National COCO4CCI website:

RRA LUR is working in tandem with project partner Chamber of Commerce and Industry of Slovenia. We have separate websites. Each shares material that is relevant for the target group it is responsible for, but promotion of both webpages is made to all target groups.

Many activities were organised in order to raise awareness on the benefits of AVM and CCI cooperation and to facilitate the match-making process.

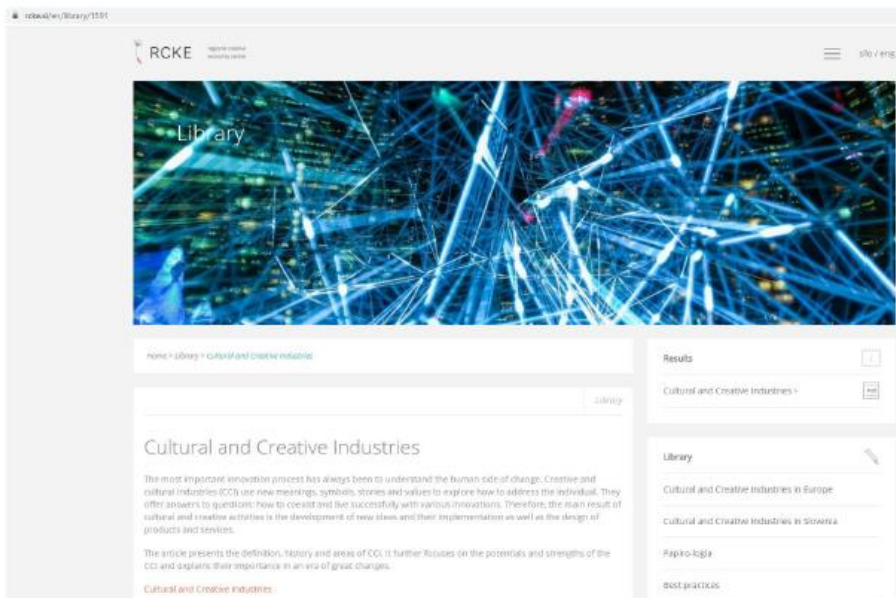
A list, short descriptions and print screens are available below.

## Online Materials

### Awareness Raising

#### • Articles on Creative and Cultural Industries

Three articles on Creative and Cultural Industries were drafted and published. Articles discover the importance of this sector also in connection with the advanced manufacturing industries. Articles were drafted in Slovenian and English language and shared on RRA LUR's Facebook page and Regional Creative Economy Center's webpage (subpage library).



The screenshot shows a web browser window with the URL 'rckelur/library/1501'. The page header includes the RCKE logo and 'RRA LUR' text. The main content area features a large image of a network graph with the word 'Library' overlaid. Below the image, there is a breadcrumb trail: 'Home > Library > Cultural and Creative Industries'. The main heading is 'Cultural and Creative Industries'. The text below reads: 'The most important innovative process has always been to understand the human side of change. Creative and cultural industries (CCI) use new meanings, symbols, stories and values to explore how to address the individual. They offer answers to questions: how to create and live successfully with various innovations. Therefore, the main result of cultural and creative activities is the development of new ideas and their implementation as well as the design of products and services. The article presents the definition, history and areas of CCI. It further focuses on the potentials and strengths of the CCI and explains their importance in an era of great changes.' Below this text is a link to 'Cultural and Creative Industries'. On the right side, there is a sidebar with a 'Results' section showing 'Cultural and Creative Industries >' and a 'Library' section with links to 'Cultural and Creative Industries in Europe', 'Cultural and Creative Industries in Slovenia', 'Paper-logs', and 'Best practices'.



rdke.eu/en/library/cultural-and-creative-industries-in-europe

**Library**

**Cultural and Creative Industries in Europe**

Despite faced with exponential changes such as the need for digital transformation, economic uncertainty and changes in European regulations, the cultural and creative industries are achieving notable growth. Although the average of CCI organizations and employees is only half of the European average, the sector still generates 5% of the gross domestic product in project partner countries in Europe. All this proves the great development potential of the sector. Moreover, the cooperation between advanced industries and CCI offers an advantageous possibility for the progress of organizations and society.

The article identifies the role of CCI in economic growth in the six COCO4CCI partner countries. It presents the vertical and horizontal trends as a possible direction in building cooperation between CCI and advanced industry. It also highlights the challenge of reconciling interests between advanced production and CCI.

**Cultural and Creative industries in Europe**

**Results**

- Cultural and Creative industries in Europe

**Library**

- Cultural and Creative Industries
- Cultural and Creative Industries in Slovenia
- Payno-logie
- Best practices
- Transnational mapping report

rdke.eu/en/library/cultural-and-creative-industries-in-slovenia

**Library**

**Cultural and Creative industries in Slovenia**

Organizations in the field of cultural and creative industries have been active creators of the Slovenian economy for some time. They contribute 2.5 percent of Slovenia's gross value added. Their unique advantage are soft, creative and social skills, increasingly needed by companies, in particular, cultural and creative industries can offer great synergy effects to advanced industries. Namely, the sector is economically dynamic, but at the same time inclined to innovation and cross-linking different areas for a common goal – to offer excellent products and services to the market.

The article lists the specific strategic areas, main skills, processes and national programs of the CCI in the six partner countries of the project. It further focuses on CCI processes in the Slovenian advanced industry and offers reasons for the cooperation of advanced industry with CCI.

**Cultural and Creative industries in Slovenia**

**Results**

- Cultural and Creative industries in Slovenia

**Library**

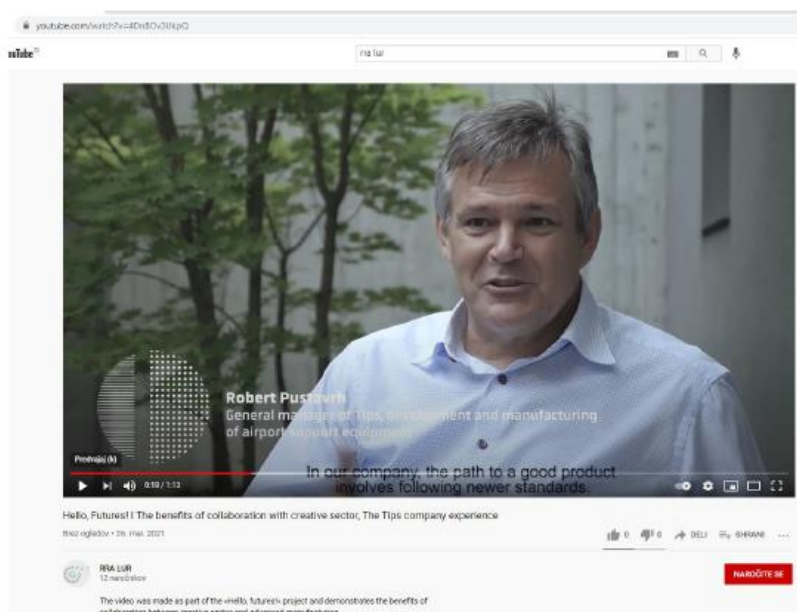
- Cultural and Creative Industries
- Cultural and Creative industries in Europe
- Payno-logie
- Best practices
- Transnational mapping report
- COCO4CCI brochure



• **Best practice videos**

A set of short videos illustrating benefits of collaboration between cultural and creative industries and advanced manufacturing was produced in order to demonstrate good practice in this field. Representatives of a company and design studio that successfully carried out a project together spoke about their experience. Videos are in Slovenian language and with added English subtitles.


Videos are available on RRA LUR's youtube channel, Facebook page, Regional Creative Economy Center's webpage and the official page of the RRA LUR.





youtube.com/watch?v=5WCVtJr6kLU

176 LUR



Design makes solutions user-friendly...  
improving the user experience.

Hello, Futures! The benefits of collaboration with advanced manufacturing, Milsivc Studio experience  
 Drez siglelov - 28. mar 2021

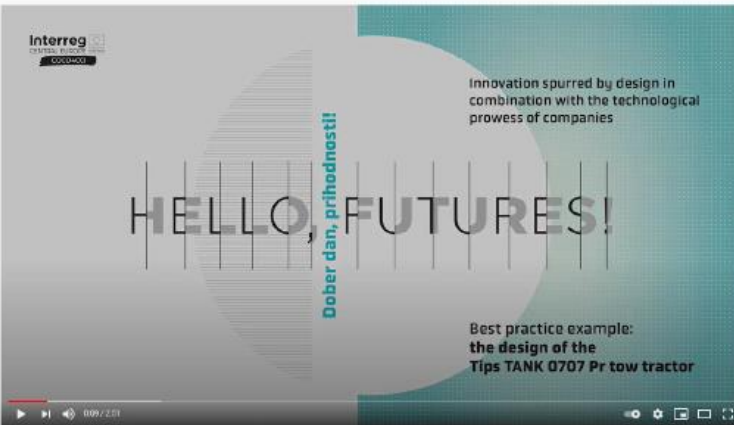
RBA LUR  
12 članova

The video was made as part of the -Hello, futures- project and demonstrates the benefits of collaboration between creative sector and advanced manufacturing

NAPOŠTAVI SE

youtube.com/watch?v=Z-4jz2SD5g

176 LUR



HELLO, FUTURES!  
Dober dan, prihodnosti!

Innovation spurred by design in combination with the technological prowess of companies

Best practice example:  
the design of the  
Tips TANK 0707 Pr tow tractor

Hello, Futures! The benefits of collaboration between creative sector and advanced manufacturing  
 Drez siglelov - 28. mar 2021

RBA LUR  
12 članova

The video was made as part of the -Hello, futures- project and demonstrates the benefits of collaboration between creative sector and advanced manufacturing

NAPOŠTAVI SE

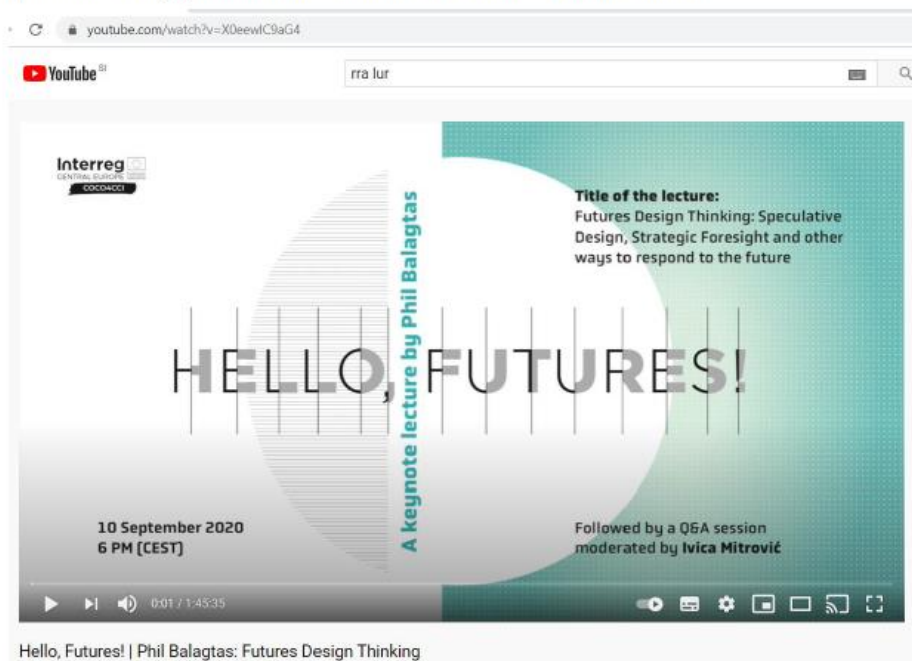


• **Phil Balagtas lecture: “Future design thinking”**

A lecture titled „Futures Design Thinking: Speculative Design, Strategic Foresight and other ways to respond to the future“ led by Phil Balagtas was held and the video of the lecture posted on RRA LUR’s youtube channel, Facebook page, Regional Creative Economy Center’s webpage and the official page of the RRA LUR.

A lecture was an Info Day for the sector of Creative and Cultural Industries. The lecture discussed the craft of design, which evolves continuously and requires more strategic thinking. Balagtas provided an introduction to the methods, tools and selected examples of forward-looking best practices, both current and past, that co-created the present in which we live.

A lecture was part of the trilogy “Hello, futures!”, which focused on the importance of the speculative design, also in connection with the connection of AVM and CCI.







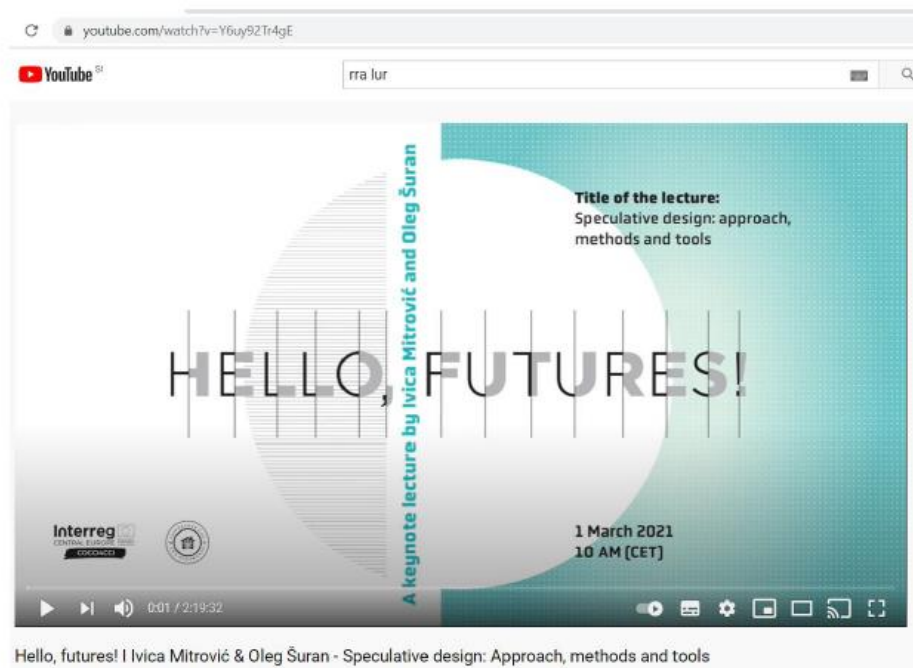
## Training Materials

- Workshop: Ivica Mitrović & Oleg Šuran: Speculative design: Approach, methods and tools

An online workshop “Speculative Design: Approach, Methods and Tools” was held in March 2020, led by Ivica Mitrović and Oleg Šuran, professors at the Academy of Arts in Split. The video of the lecture posted on RRA LUR’s youtube channel, Facebook page, Regional Creative Economy Center’s webpage and the official page of the RRA LUR.

Participants were introduced to the present and future of speculative design and related practices. In addition, the lecturers presented examples of speculative design with rich pictorial and video material, which resulted from the projects in which they were involved.

A lecture was part of the trilogy “Hello, futures!”, which focused on the importance of the speculative design, also in connection with the connection of AVM and CCI.





youtube.com/watch?v=Y6uy9ZTr4gE

YouTube

**HELLO, FUTURES!**

A keynote lecture by Ivica Mitrović and Oleg Šuran

**Title of the lecture:**  
Speculative design: approach,  
methods and tools

Interreg  

1 March 2021  
10 AM (CET)

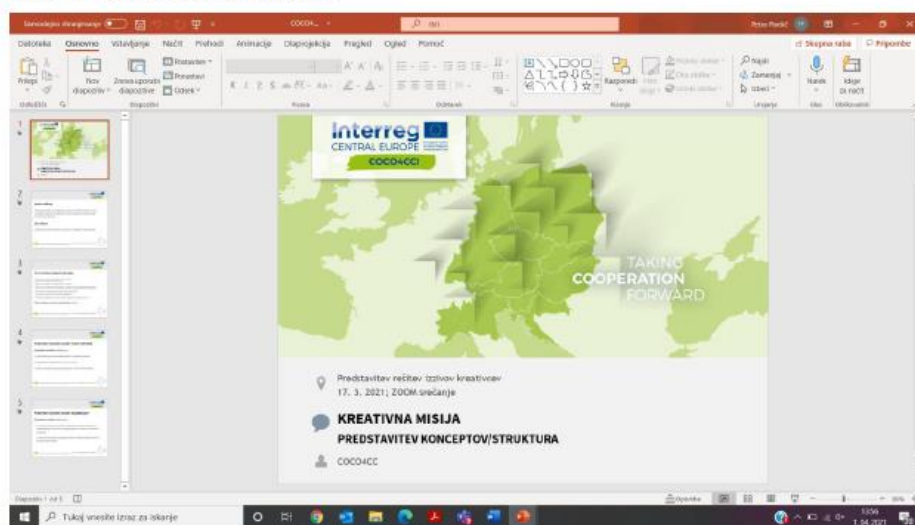
0:01 / 2:19:32

Hello, futures! | Ivica Mitrović & Oleg Šuran - Speculative design: Approach, methods and tools



● **How to present solutions to the AVM's challenges**

A document on how to prepare an efficient presentation of solution to the company's challenges has been drafted and presented at a special workshop for representatives of the CCI sector that participated at the Creative mission. The same document was presented to the companies in order to discuss their expectations.



**Tracking and Follow-Up**

**Users and visitors of the website:**

RRA LUR's communication channels are visited mostly by representatives of the CCI sector. However, we are targeting also general public with the purpose of awareness raising.

**Upcoming plan and steps for the website:**

RRA LUR's communication channel will be regularly updated with the content relevant for the CCI sector and matching it with the AVM sector.