

MATCH-MAKING WORKSHOPS PART 1

D.T3.3.2 Italy

Version 1
09 2021

Author(s): Confindustria Veneto SIAV; UNIVE





MATCH-MAKING WORKSHOPS

Resume:

Piloting module	Activity	Date	Participants
1st Piloting Re-thinking International Business Meetings	Challenge Pitch	April 8, 2021	17
	Solution Pitch	May 28, 2021	14
	Solution Pitch	June 4, 2021	5
2nd Piloting Virtual reality for supply chain communication	Challenge Pitch	May 7, 2021	22
	Solution Pitch	May 28, 2021	19
3rd Piloting Sustainable innovation	Challenge Pitch	September 27, 2021	29
	Solution Pitch	October 19, 2021	23



1ST PART: RE-THINKING INTERNATIONAL BUSINESS MEETINGS

Challenge Pitch Workshop n.1 - “Sfida” Aziendale

Date: 8th April 2021

Location: Online

Project relevance:

This event is based on the concept of D.T2.4.2 “Concept for workshops for match-making applying methods like DT and other creative methods”. This deliverable focus on the experience of the two match-making via open innovation, Design Thinking workshops.

Participants:

// Number of participants: 17 participants

// Participant structure:

5 AVM

12 CCI

Target groups for AVM side:

2 serigraphs

2 Food Processing

1 Producer of professional industrial kitchen

1 Metalworking

Target groups for CCIs side:

5 experts in communication and marketing

4 experts in media, film and video production

3 experts in export and training services

Event

DESCRIPTION

The meeting “Business Challenges”, moderated by facilitator Mike Van Der Vijver, consisted of the following moments:



- 1 Getting to know manufacturing companies;
- 2 Understanding their challenges;
- 3 Fostering match-making.

In the first part of the meeting, we took turns asking questions of the manufacturing companies, so that the creative professionals could take note of the answers and thus get to know the companies better. Direct questions were alternated with stories told by the companies.

This very dynamic format made it possible in a short time to give an overview of the participating companies, so that the creative professionals could choose which company to compete for in the response to the “Challenge”.

In the second part, the manufacturing companies showed a slide with a picture representing the core of their challenge and were given a short time to explain what it consists of.

During the third and final part, match making began, whereby rooms were created via the Zoom platform according to the preferences that creative professionals had previously given for manufacturing companies.

LESSONS LEARNT

The online meeting had a dynamic format that kept the active participation of those present at all times. The division into rooms also made it possible to create a pre-matchmaking session in which people were given the freedom to get to know each other and find meeting points.

FEEDBACK

Although it is too early at this stage to express an opinion on the participants’ prior knowledge of each other, the creative practitioners leaned towards the Avms they had previously chosen to learn more about. During the following meetings it will be possible to monitor the level of effectiveness of the response to the challenge.

FOLLOW-UP

On the one hand, creative professionals will start working on the challenge proposed by the AVMs, and on the other hand, the “new trends” and “new technologies” workshops are reserved for creative professionals, which will offer them specialised knowledge on the two themes described in concepts D.T2.3.2.



PHOTOS



tipologia di stand @Host





ANNEX 1: Agenda



*Opportunità di Collaborazione
tra Aziende manifatturiere
e Imprese culturali e creative*



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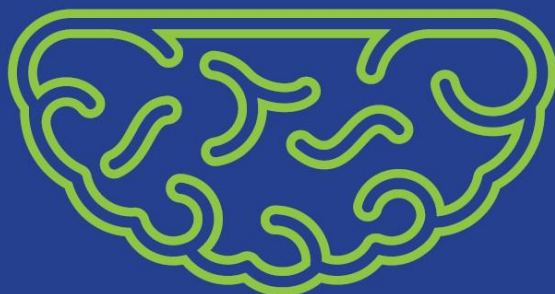
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di Management

AGENDA

PERCORSO RE-THINKING INTERNATIONAL BUSINESS MEETINGS

“Sfida Aziendale”

07 aprile 2021, 15.00-17.00



- 15.00 Obiettivo dell'incontro
- 15.05 Sessione 1: Conoscenza delle aziende manifatturiere
- 15.45 Sessione 2: Presentazione delle “sfide aziendali”
- 16.05 **Intervallo**
- 16.12 Sessione 3: Match-making
- 16.42 Condivisione delle impressioni
- 16.55 Osservazioni finali & Indicazioni per il seguito
- 17.00 Conclusione dell'incontro

Link di collegamento



Coach
Mike van der Vijver
Fondatore di MindMeeting, ha ricoperto il ruolo di Vice President Education di MPI Italia Chapter. Co-autore di “Into the Heart of Meetings”.



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IL PERCORSO

project website: interreg-central.eu/COCO4CCI



Incontro iniziale e la Challenge:

Come gestire un meeting internazionale e le relazioni con l'estero?

▶ **Mindset preparation**
30 marzo 2021 - h. 15.30 - 17.30



▶ **“Sfida” aziendale**
7 aprile 2021 - h. 15.00 - 17.00



Step2

Match-making e sviluppo

I “creativi” potranno approfondire la conoscenza del contesto specifico in cui operano le aziende manifatturiere.

▶ **Visita Aziendale**
Tra il 12 e il 30 aprile 2021

▶ **2 Workshop: Trends & Nuove Tecnologie**
15 & 29 aprile 2021 - h. 10.00 - 12.00



Step3

Solution Pitch:

Idee e soluzioni per una gestione dei rapporti internazionali smart ed efficace.

▶ **Cooperazione - Implementazione**
14 maggio 2021 - h. 10.00 - 12.00

Questo documento è stato realizzato con il contributo dell'Unione Europea nell'ambito del progetto di cooperazione COCO4CCI, finanziato dal Programma Interreg Central Europe 2014 - 2020. Il suo contenuto è di esclusiva responsabilità di Confindustria Veneto SIAV e Università Ca' Foscari Venezia Dipartimento di Management.



ANNEX 2: List of participants

Surname	Name	Company
Campani	Mauro	OVOstudio srl
Combatti	Giovanna	Niederdorf Italia Srl
Gagliardo	Valentina	Niederdorf Italia Srl
Bach	Camilla	ANTONELLA PESCIO CONSULTING SAS
Basso	Rebecca	EMERA FILM
De Boni	Gabriele	PUNTOVENTI
Geromin	Enrico	NEST COLLECTIVE
Lafiura	Marco	NOTORIUS SRL
Salvalaggio	Francesca	NOTORIUS SRL



Cristian	Tommasini	ANIMA FILM S.R.L.
Nicola	Pasin	MB SRL
Silvia	Campagnaro	ZENZERO & CO.
Santi	Paolo	SAC SERIGRAFIA
Facco	Davide	MCA DIGITAL
Del Guasta	Cristina	MCA DIGITAL
Poli	Paolo	F.lli Poli
Maberino	Stefano	ORVED
Salvaro	Bianca	ORVED
Ongaro	Valeria	GICO SPA



Solution Pitch Workshop pt. 1

Date: 28th May 2021

Location: Online

Project relevance:

This event is based on the concept of D.T2.4.2 “Concept for workshops for match-making applying methods like DT and other creative methods”. This deliverable focus on the experience of the two match-making via open innovation, Design Thinking workshops.

Participants:

// Number of participants: 14 participants

// Participant structure:

3 AVM

11 CCI

Target groups for AVM side:

2 serigraphs

2 Food Processing

1 Metalworking

Target groups for CCIs side:

4 experts in communication and marketing

3 experts in media, film and video production

3 experts in export and training services

Event

DESCRIPTION

The meeting “Solution pitch” part 1, moderated by facilitator Mike Van Der Vijver, alternated presentations by creative professionals of their work results.

Each presentation was followed by a commentary by the AVM concerned and a short Q&A session.

In this way 3 AVMs saw the creative professionals’ proposals presented in response to the challenges they had launched at the previous event.

LESSONS LEARNT



Creative professionals were asked not to use Power Point to make presentations, but to use more “creative” and “innovative” concepts for their presentations.

In this way, some of the presentations seen proved to be really engaging and certainly caught the attention of the AVMs.

FEEDBACK

We are currently administering questionnaires drawn up at partnership level to engage the effectiveness of this collaboration process. We are awaiting the results.

FOLLOW-UP

Some creative professionals and manufacturing companies decided to use the “individual visit” meeting as an opportunity to explore the technical and economic details of the proposals.

PHOTOS





ANNEX 1: Agenda



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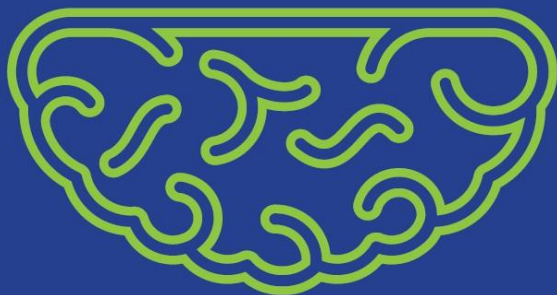
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AGENDA

PERCORSO RE-THINKING INTERNATIONAL BUSINESS MEETINGS

Solution Pitch Workshop Part 1

28 maggio 2021, 10.00-12.00



10.00	Obiettivo dell'incontro
10.05	F.Ili Poli - Solution Pitch 1: la parola ai creativi
10.20	Q&A sulla proposta
10.30	F.Ili Poli - Solution Pitch 2: la parola ai creativi
10.45	Q&A sulla proposta
10.55	Intervallo
11.02	Orved - Solution Pitch: la parola ai creativi
11.17	Q&A sulla proposta
11.27	Sac Serigrafia - Solution Pitch: la parola ai creativi
11.42	Q&A sulla proposta
11.52	Riflessioni & feedback finali
12.00	Capitalizzazione delle azioni di Piloting

Link di collegamento



► Coach

Mike van der Vijver
Fondatore di MindMeeting, ha ricoperto il ruolo di Vice President Education di MPI Italia Chapter. Co-autore di "Into the Heart of Meetings".



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Incontro iniziale e la Challenge:

Come gestire un meeting internazionale e le relazioni con l'estero?

► **Mindset preparation**
30 marzo 2021 - h. 15.30 - 17.30



► **"Sfida Aziendale"**
7 aprile 2021 - h. 15.00 - 17.00



Step2

Match-making e sviluppo

I "creativi" potranno approfondire la conoscenza del contesto specifico in cui operano le aziende manifatturiere.

► **Visita Aziendale**
Tra il 10 e il 24 maggio 2021



► **2 Workshop: Trends & Nuove Tecnologie**
15 & 30 aprile 2021 - h. 10.00 e h. 14.30



Step3

Solution Pitch:

Idee e soluzioni per una gestione dei rapporti internazionali smart ed efficace.

► **Cooperazione - Implementazione**
28 maggio 2021 - h. 10.00 - 12.00

Questo documento è stato realizzato con il contributo dell'Unione Europea nell'ambito del progetto di cooperazione COCO4CCI, finanziato dal Programma Interreg Central Europe 2014 - 2020. Il suo contenuto è di esclusiva responsabilità di Confindustria Veneto SIAV e Università Ca' Foscari Venezia Dipartimento di Management.



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Bach	Camilla	ANTONELLA PESCIO CONSULTING SAS
Basso	Rebecca	EMERA FILM
De Boni	Gabriele	PUNTOVENTI
Geromin	Enrico	NEST COLLECTIVE
Salvalaggio	Francesca	NOTORIUS SRL
Nicola	Pasin	MB SRL
Silvia	Campagnaro	ZENZERO & CO.
Poli	Paolo	F.lli Poli
Salvaro	Bianca	ORVED
Santi	Paolo	SAC SERIGRAFIA



Solution Pitch Workshop pt.2

Date: 4th June 2021

Location: Online

Project relevance:

The second part of the event “Solution Pitch” is based on the concept of D.T2.4.2 “Concept for workshops for match-making applying methods like DT and other creative methods”. This deliverable focus on the experience of the two match-making via open innovation, Design Thinking workshops.

Participants:

// Number of participants: 5 participants

// Participant structure:

3 AVM

2 CCI

Target groups for AVM side:

2 serigraphs

1 Food Processing

Target groups for CCIs side:

2 experts in communication and marketing

Event

DESCRIPTION

The meeting “Solution pitch” part 2, as per the event “Solution Pitch” part 1, alternated presentations by creative professionals of their work results.

The presentation of the consulting company proposal was followed by a commentary by the AVM concerned and a short Q&A session.

LESSONS LEARNT

In this session too, creative professionals were asked not to use Power Point to make presentations, but to use more “creative” and “innovative” concepts for their presentations.



Following this decision, the presentations seen proved to be really engaging and certainly caught the attention of the AVMs.

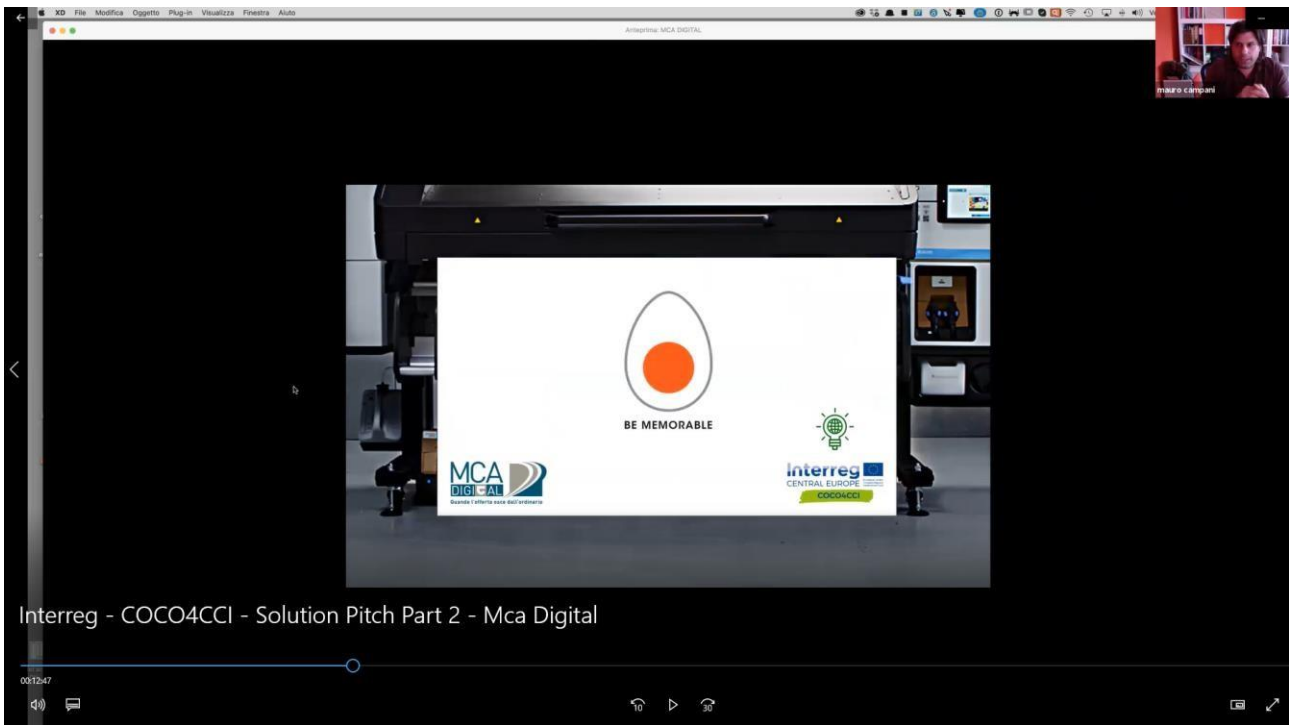
FEEDBACK

We are currently administering questionnaires drawn up at partnership level to engage the effectiveness of this collaboration process. We are awaiting the results.

FOLLOW-UP

Some creative professionals and manufacturing companies decided to use the “individual visit” meeting as an opportunity to explore the technical and economic details of the proposals.

PHOTOS



ANNEX 2: List of participants

Burighel	Marzia	Orved SPA
Dal Guasta	Cristina	MCA Digital
Facco	Davide	Mca Digital
Campani	Mauro	Ovo Studio
Combatti	Giovanna	Niederdorf Italia



2nd PART: VIRTUAL REALITY FOR SUPPLY CHAIN COMMUNICATION

Challenge Pitch Workshop 2 “Sfida” Aziendale

Date: 7th September 2021

Location: Online

Project relevance:

This event is based on the concept of D.T2.4.2 “Concept for workshops for match-making applying methods like DT and other creative methods”. This deliverable focus on the experience of the two match-making via open innovation, Design Thinking workshops.

Participants:

// Number of participants: 24 participants (Including 3 for staff UNIVE)

// Participant structure:

4 AVM

17 CCI

Target groups for AVM side:

AMADORI GROUP

Big italian Food Company.

Participants: Eda Fetahu - Innovation specialist; Enrico Nanni - Digital specialist; Jacopo Alberti - Innovation PM; Lorenzo Muro - Digital Marketing Specialist.

Target Group CCIs:

7 experts in communication and marketing

3 experts social media communication

3 experts in media, film and video production

2 experts in virtual reality application

2 tourism expert

Event

DESCRIPTION

The meeting “COCO4CCI- The Challenge”, moderated by a facilitator consisted of the following sections:

1. Getting to know the AVM companies representative;



2. Brief of the challenge: What, Why, (for) Who, Where, How

3 Fostering match-making

The Challenge was prepared as second section of one-morning meeting, where in the first part the “Company visit” was carried out. In this way, the challenge has been the most natural continuation of the knowledge of the AVM company participating to this piloting cycle. After providing all the details and basic elements for the presentation of the company, the challenge was presented immediately.

The challenge presentation was carried out in a very dynamic format, a short pitch presenting the main bullet point - What, Why, (for) Who, Where, How - of the company need, followed by deep exchange and dialogue among CCI and the AVM.

At the end of the challenge pitch, the CCI participants were divided into 5 groups, two of them composed by professionals from different companies or freelancers. This group has been maintained during all the process in order to stimulate collective work and exchange, and also the presentation of group-solution pitches.

LESSONS LEARNT

The online meeting had a dynamic format that kept the active participation of those present at all times. The company visit + challenge pitch + divisions of the working group has been an effective format.

FEEDBACK

"Company Visit & Challenge Pitch"- #Challenge COCO4CCI, 7 maggio 2021
Quanto sei soddisfatto dell'attività svolta?(0 stelle: per niente soddisfatto; 5 stelle: molto soddisfatto)

Risposte: 11 Saltate: 0



FOLLOW-UP

On the one hand, creative professionals will start working on the challenge proposed by the AVMs, and on the other hand, the “trends”, “new technologies” and “specialized workshop” workshops are reserved for creative professionals, divided into working groups in order to increase competences and working together to the solution pitch.

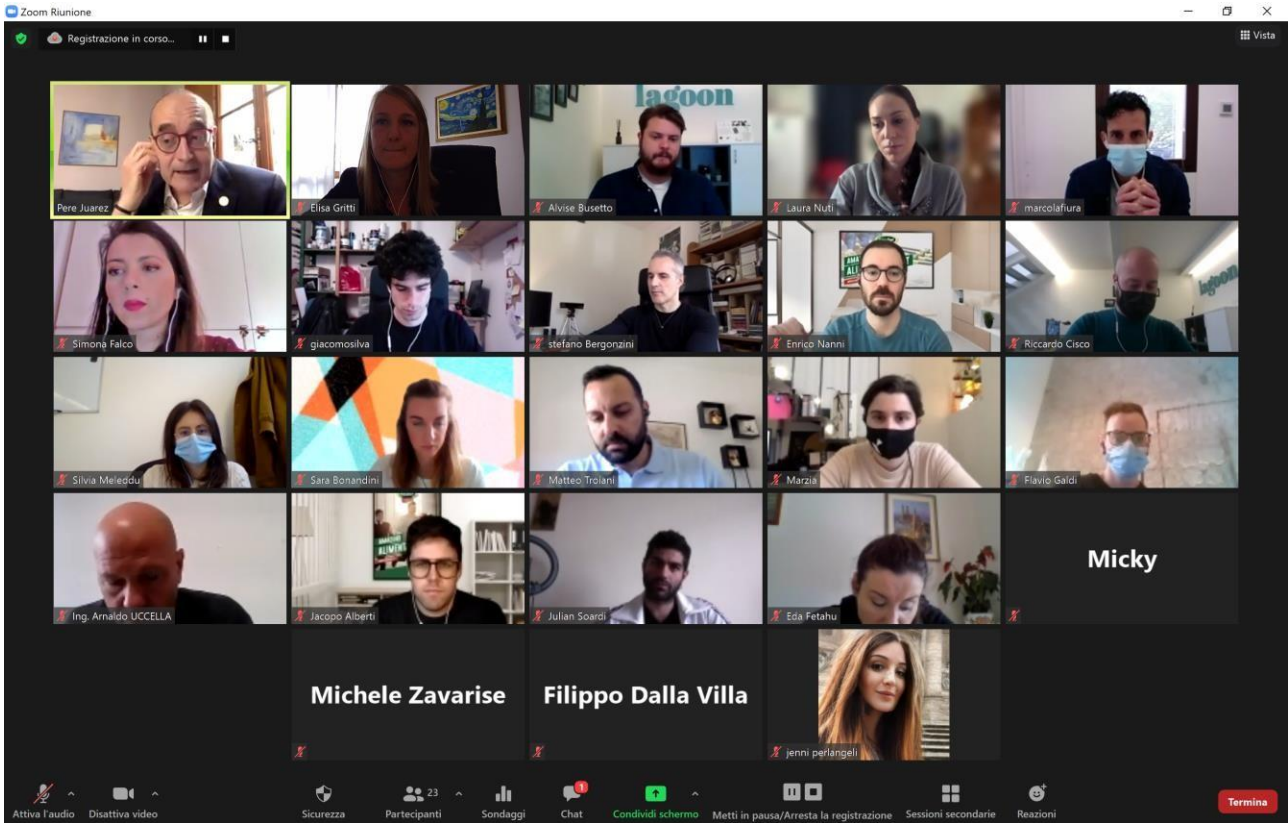


LIST OF PARTICIPANTS:

Company	Participant name
Lagoon Agency	Alvise Busetto
	Silvia Meleddu
	Riccardo Cisco
The Spark	Flavio Galdi
	Michela Musto
	Marzia Micelisopo
	Piero Junior Gaetani
The Ark	Michele Zavarise
Be In Italy	Matteo Troiani
Freelancer video maker	Giacomo Silva
Engineering solutions	Ing. Arnaldo UCCELLA
Freelancer social media	Jenni Perlangeli
Freelancer video maker	Julian Soardi
Freelancer Editing	Laura Nuti
Notorious Agency	Marco la Fiura
Freelancer social media	SARA BONANDINI
Museyoum srl	Stefano Bergonzini
Amadori	Eda Fetahu
Amadori	Enrico Nanni
Amadori	Jacopo Alberti
Amadori	Lorenzo Muro
Unive	Elisa Gritti
Unive	Pedro Juarez
Unive	Simona Falco



PHOTOS





Zoom Riunione

Stai visualizzando lo schermo di Pere Juarez Visualizza opzioni

Registrazione in corso...

The Team Alignment Map

TOPIC PERIOD

JOINT OBJECTIVES What do we want to achieve together?	JOINT COMMITMENTS Who does what, for whom?	JOINT RESOURCES What resources do we need?	JOINT RISKS What can prevent us from succeeding?
Cosa vogliamo ottenere insieme ...	Cosa facciamo?	Cosa ci serve?	Cosa ci può fermare?

Ca' Foscari University of Venice

© Prof. Pere Juárez - University of Barcelona - 2021

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Attiva Audio Disattiva video Sicurezza Partecipanti Sondaggi Chat Condividi schermo Metti in pausa/Arresta la registrazione Sessioni secondarie Reazioni

Opzioni Ricrea Aggiungi una...

Sessioni secondarie - Non iniziato

- Team 5 COCO
 - giacomosiva
 - Ing. Arnaldo UCCELLA
 - Julian Soardi
- Team 6 4CCI
 - Laura Nuti
 - marcolafura
 - Sara Bonandini
 - stefano Bergonzini
- Team High Italy
 - Matteo Troiani
- Team Ark
 - Michele Zavarise
- Team Lagoon
 - Alvise Busetto
 - Riccardo Cisco
 - Silvia Meleddu
- Team The Spark
 - Flavio Galdi
 - Marzia
 - Piero Junior Gaetani

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Stai visualizzando lo schermo di Pere Juarez Visualizza opzioni



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miro EUROPE_T4_VIRTUALREALITY

The Team Alignment Map

TOPIC PERIOD

JOINT OBJECTIVES What do we want to achieve together?	JOINT COMMITMENTS Who does what, for whom?	JOINT RESOURCES What resources do we need?	JOINT RISKS What can prevent us from succeeding?
	 Guest, a minute ago		

Hide highlighting on changes

Disattiva audio Disattiva video Sicurezza Partecipanti Sondaggi Chat Condividi schermo Metti in pausa/Arresta la registrazione Sessioni secondarie Reazioni

Sessioni secondarie - Non iniziato

- Team 5 COCO
 - giacomosiva
 - Ing. Arnaldo UCCELLA
 - Julian Soardi
- Team 6 4CCI
 - Laura Nuti
 - marcolafura
 - Sara Bonandini

Participants: Pere Juarez, Elisa Gritti, Simona Falco, Eda Fetahu, Matteo Troiani, Jacopo Alberti, Piero Junior Gaetani, Marzia, marcolafura, stefano Bergonzini



Solution Pitch Workshop

Challenge 2

Date: 28th May 2021

Location: Online

Project relevance:

The second part of the event “Solution Pitch” is based on the concept of D.T2.4.2 “Concept for workshops for match-making applying methods like DT and other creative methods”. This deliverable focus on the experience of the two match-making via open innovation, Design Thinking workshops.

Participants:

// Number of participants: 19 participants (including 3 Unive staff members)

// Participant structure:

3 AVM

13 CCI

Target groups for AVM side:

AMADORI GROUP

Big italian Food Company.

Participants: Eda Fetahu - Innovation specialist; Enrico Nanni - Digital specialist; Jacopo Alberti - Innovation PM.

Target Group CCIs:

5 experts in communication and marketing

2 experts social media communication

1 experts in media, film and video production

3 experts in virtual reality application

2 tourism expert

Event

DESCRIPTION

The meeting “Solution pitch” alternated presentations by creative professionals of their work results.

The meeting consisted in 6 successful solution pitch by the teams entitled: The ark team; The Spark team; Lagoon Team; Be in Italy team; Coco team; 4cci team. The last two team were composed by professionals from different companies or by freelancer; the other four were composed by member of the same company.



The presentation of the consulting company proposal was followed by a commentary by the AVM concerned and a short Q&A session.

LESSONS LEARNT

In this session, creatives has to present their solution idea in 7 minute. This was very important to force the pitch and creative format. Each team expressed himself in a way which could represent their added value. Some of the pitches were more traditional, other more creatives. Some proposed a concrete solution, some just a general idea.

Some CCI's expressed doubts and criticism on the issue of intellectual property in this exercise.

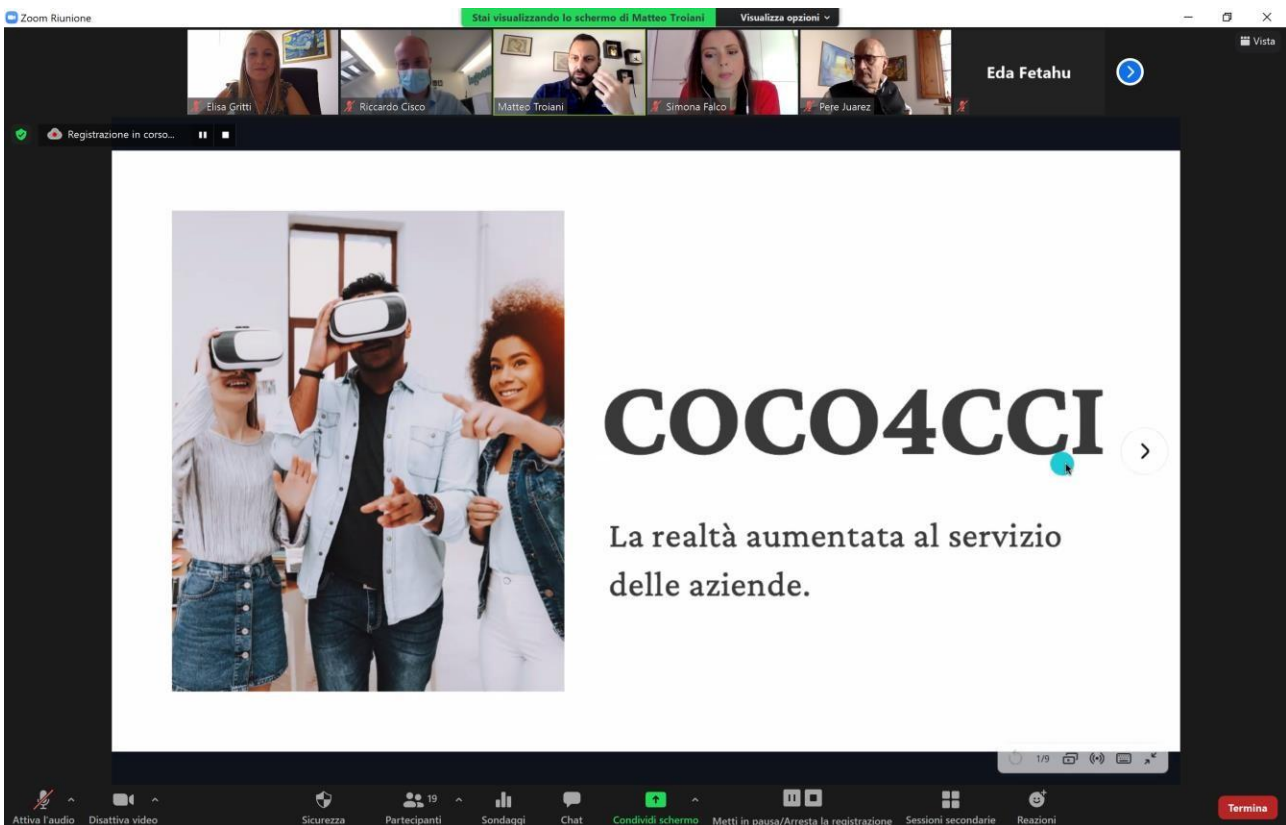
FEEDBACK

We are currently administering questionnaires drawn up at partnership level to engage the effectiveness of this collaboration process.

FOLLOW-UP

Some creative professionals and manufacturing companies decided to use the “individual visit” meeting as an opportunity to explore the technical and economic details of the proposals.

PHOTOS

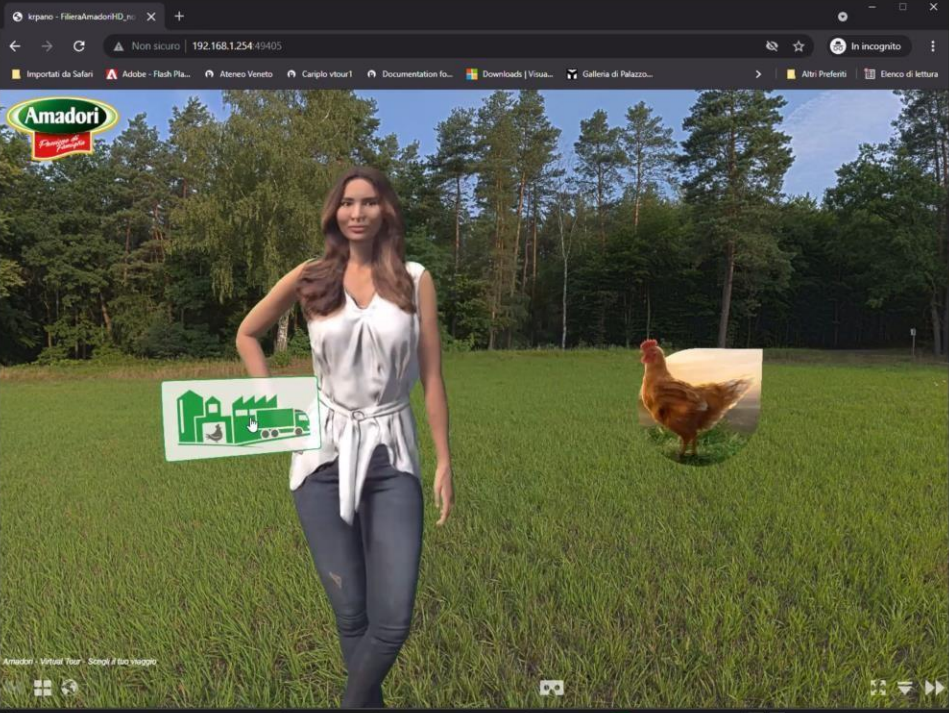




Zoom Riunione | Stai visualizzando lo schermo di Stefano Bergonzini | Visualizza opzioni

Registrazione in corso...

Amadori - Virtual Year - Scopri il tuo viaggio




Stefano Bergonzini
 Elisa Gritti
 Riccardo Cisco
 Enrico
 Eda Fetahu
 Jacopo Alberti
 Matteo Trigiani

Disattiva audio | Disattiva video | Sicurezza | Partecipanti | Sondaggi | Chat | Condividi schermo | Metti in pausa/Arresta la registrazione | Sessioni secondarie | Reazioni | Termina

Zoom Riunione | Stai visualizzando lo schermo di Pere Juarez | Visualizza opzioni

Registrazione in corso...



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Interreg CENTRAL EUROPE COCO4CCI

Stefano Bergonzini
 Elisa Gritti
 Sara Boniandini
 Enrico
 Alvise Busetto
 Pere Juarez
 Jacopo Alberti

Attiva Audio | Avvia video | Sicurezza | Partecipanti | Sondaggi | Chat | Condividi schermo | Metti in pausa/Arresta la registrazione | Sessioni secondarie | Reazioni | Termina



LIST OF PARTICIPANTS_

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	Silvia Meleddu
	Riccardo Cisco
The Spark	Flavio Galdi
	Michela Musto
	Marzia Micelisopo
	Piero Junior Gaetani
The Ark	Michele Zavarise
	Filippo Dalla Villa
Be In Italy	Matteo Troiani
Engineering solutions	Ing. Arnaldo UCCELLA
Freelancer social media	SARA BONANDINI
Museyoum srl	Stefano Bergonzini
Amadori	Eda Fetahu
Amadori	Enrico Nanni
Amadori	Jacopo Alberti
Amadori	Lorenzo Muro
Unive	Elisa Gritti
Unive	Pedro Juarez
Unive	Simona Falco



3rd PART: SUSTAINABLE INNOVATION

Challenge Pitch Workshop 3 - “Sfida” Aziendale

Date: 27th September 2021

Location: Online

Project relevance:

This event is based on the concept of D.T2.4.2 “Concept for workshops for match-making applying methods like DT and other creative methods”. This deliverable focus on the experience of the two match-making via open innovation, Design Thinking workshops.

Participants:

// Number of participants: 29 participants

// Participant structure:

11 AVM

18 CCI

Target groups for AVM side:

1 Mainetti: International holding company participating with some business units

1 Askoll Group: the group participates with its headquarters and its EVA section on electric mobility

Target Group CCIs:

18 experts in communication and digital marketing.

Event

DESCRIPTION

The meeting “Business Challenges”, moderated by facilitator Mike Van Der Vijver, consisted of the following moments:

- 1 Getting to know manufacturing companies;
- 2 Understanding their challenges;
- 3 Fostering match-making.

In this meeting we gave the two AVMs involved in this piloting cycle the opportunity to present themselves in more detail than in the first meeting, the Mindset workshop.



In the second part of the morning, the manufacturing companies presented their challenges.

The very dynamic format made it possible in a short time to give an overview of the participating companies, so that the creative professionals could choose which company to compete for in the response to the “Challenge”.

In the second part, the manufacturing companies showed some slides with a picture representing the core of their challenge and were given a short time to explain what it consists of.

At the end of the presentation of each challenge (three for Askoll and one for Mainetti), we divided the participants into breakout rooms so that the creative professionals could ask questions to the representatives of the companies to deepen the theme of the challenge.

LESSONS LEARNT

The online meeting had a dynamic format that kept the active participation of those present at all times. The division into rooms also made it possible to create a pre-matchmaking session in which people were given the freedom to get to know each other and find meeting points.

FEEDBACK

Although it is too early at this stage to express an opinion on the participants’ prior knowledge of each other, the creative practitioners leaned towards the Avms to learn more about. During the following meetings it will be possible to monitor the level of effectiveness of the response to the challenge.

FOLLOW-UP

On the one hand, creative professionals will start working on the challenge proposed by the AVMs, and on the other hand, the “new trends” and “new technologies” workshops are reserved for creative professionals, which will offer them specialised knowledge on the two themes described in concepts D.T2.3.2. Knowledge about the relationship between marketing and sustainability will be added during the D.T3.5.1 workshop scheduled in the next week.



PHOTOS



Comunicare l'heritage della sostenibilità "Sfida Aziendale"

Definire un programma di attività strutturate per l'anno 2022 declinato nei 4 Vertical Mainetti

"Sfida Aziendale"



Askoll Group
Valeria Tasinazo, Monica Boschetto, Antonella Sperotto



Mainetti Italia - Paolo Diacci
Direzione Marketing



Conoscere la sostenibilità dei competitors

"Sfida Aziendale"



Mainetti Italia - Paolo Diacci
Direzione Marketing
Raccontare la sostenibilità di Askoll Appliance alle giovani leve

"Sfida Aziendale"



Un acquario è sostenibile?

"Sfida Aziendale"



Askoll Group
Antonella Sperotto, Valeria Tasinazo, Monica Boschetto



La sostenibilità per l'Azienda: marketing o responsabilità sociale/ambientale?

"Sfida Aziendale"



Mainetti Italia - Paolo Diacci
Direzione Marketing



Askoll Group
Valeria Tasinazo, Monica Boschetto, Antonella Sperotto





ANNEX 1: Agenda



*Opportunità di Collaborazione
tra Aziende manifatturiere
e Imprese culturali e creative*



CONFINDUSTRIA
Veneto SIAV S.p.A.



Le “sfide aziendali”
27 settembre 2021 - h. 10.00 - 12.30

PROGRAMMA

- 10.00 Obiettivi dell'incontro
(Confindustria Veneto SIAV e Università Ca' Foscari)
- 10.05 Conoscenza delle aziende manifatturiere:
Askoll Group e Mainetti Italia
- 10.45 Presentazione delle “sfide aziendali” - Parte 1
- 11.00 **Intervallo**
- 11:05 Presentazione delle “sfide aziendali” - Parte 2
- 11.20 Match-making
- 12.00 Condivisione delle impressioni
- 12.20 Osservazioni finali e indicazioni per il seguito
- 12.30 Conclusione dell'incontro

Link di collegamento



► Il Coach
Mike van der Vijver
Meeting Designer & Facilitatore Internazionale.
Fondatore di MindMeeting e Co-autore di “Into the Heart of Meetings”.

Questo documento è stato realizzato con il contributo dell'Unione Europea nell'ambito del progetto di cooperazione COCO4CCI, finanziato dal Programma Interreg Central Europe 2014 - 2020. Il suo contenuto è di esclusiva responsabilità di Confindustria Veneto SIAV e Università Ca' Foscari Venezia Dipartimento di Management.

W: interreg-central.eu/COCO4CCI



CONFINDUSTRIA
Veneto SIAV S.p.A.



INNOVAZIONE SOSTENIBILE
Comunicare e Valorizzare la Sostenibilità Aziendale



Mindset Workshop
22 settembre 2021 - h. 10.00 - 12.30

Nuove mentalità per la Sostenibilità: un esperto introdurrà alle Aziende ed ai Professionisti “creativi” il tema dell’innovazione sostenibile.



La #Challenge e la Visita Aziendale

Le Aziende manifatturiere si presenteranno ed espliciteranno la loro esigenza rispetto al tema sostenibilità su cui i professionisti “creativi” elaboreranno idee e/o proposte di comunicazione “innovativa”.



I° Presentazione della #Challenge
27 settembre 2021 - h. 10.00 - 12.30
II° Visita virtuale dell'azienda manifatturiera
Data e orario da concordare con l'azienda



Meet the expert: Training Workshop

Programma accelerato di training online e team work articolato in 3 incontri per i “creativi”:

- I° Trend Futuri**
1 ottobre 2021 - h. 14.30-16.30, Elisa Gritti
- II° Nuove Tecnologie**
8 ottobre 2021 - h. 14.30-16.30, Giovanni Vaia
- III° Marketing della Sostenibilità**
12 ottobre 2021 - h. 14.30-16.30, Ada Rosa Balzan



Solution Pitch: Comunicare la Sostenibilità
19 ottobre 2021 - h. 10.00 - 12.30

Incontro finale in cui i professionisti “creativi” presenteranno un concept di idee personalizzate, in risposta alla challenge delle Aziende.



ANNEX 2: List of participants

Piazzetta	Dario e Nicole	Concept Video&Communication sas
Feltrin	Marco	Flashfactory di Feltrin Marco & C. sas
Pellizzaro	Stefano	Wannaboo S.r.l.
Ducoli	Marco	Marco Ducoli Video e Foto
Scanferla e Giolo	Matteo e Valentina	Sticker Creative
Belcaro	Stefano	Studio Stilistico
Geronazzo	Omar	G-Open
De Pecol Meneghin	Aldo Daniela	Spring Di De Pecol Aldo
Lombardi	Silvia Maria	Across The People Srl
Rampin	Francesca	Across The People Srl
Cavalli	Massimo	Dolp Dove Osano Le Parole S.A.S.
Poletti	Sara	Studio Mario Pasquotto
Garau	Loris	Dexanet Srl
Rabaglio	Elena	Mediatyche
Adriani	Valeria	Matech
Zamarian	Giada	Oej Agency - Film E Media Srl
Tasinazzo	Valeria	Askoll
Sperotto	Antonella	Askoll
Boschetto	Monica	Askoll
Diacci	Paolo	Mainetti
Scomparin	Rachela	Mainetti
Salzano	Antonio	Mainetti
Sassi	Filippo	Mainetti
Fin	Manuel	Mainetti
Zamperetti	Silvia	Mainetti
Ceccato	Fosca	Mainetti
Mufato	Gianni	Mainetti
Pellicieri	Mariachiara	Mainetti



Solution Pitch Workshop 3

Date: 6th October 2021

Location: Online

Project relevance:

This event is based on the concept of D.T2.4.2 “Concept for workshops for match-making applying methods like DT and other creative methods”. This deliverable focus on the experience of the two match-making via open innovation, Design Thinking workshops.

Participants:

// Number of participants: 23 participants

// Participant structure:

10 AVM

13 CCI

Target groups for AVM side:

1 Mainetti: International holding company participating with some business units

1 Askoll Group: the group participates with its headquarters and its EVA section on electric mobility

Target Group CCIs:

13 experts in communication, media and digital marketing.

Event

DESCRIPTION

The “Solution pitch” Workshop part 3, moderated by facilitator Mike Van Der Vijver, alternated presentations by creative professionals of their work results.

Each 2/3 presentations were followed by a brief commentary by the AVM concerned and a short Q&A session. In total were presented by CCIs, especially in video format, 10 Solution Pitches reesponding to one or more of AVMs previously launched: 10 for Askoll and 10 for Mainetti.

In this way 3 AVMs saw the creative professionals’ proposals presented in response to the challenges they had launched at the previous event.

LESSONS LEARNT

Creative professionals were asked not to use Power Point to make presentations, but to use more “creative” and “innovative” concepts for their presentations. They had to present their solution idea in 8 minutes. This was very important to force the pitch and creative format. Each CCI expressed its own solution idea proposal in a way which could represent their added value.

In this way, some of the presentations seen proved to be really engaging and certainly caught the attention of the AVMs.



FEEDBACK

We are currently administering questionnaires drawn up at partnership level to engage the effectiveness of this collaboration process. We are awaiting the results.

Although it is too early at this stage to evaluate the creative of effective match-making -collaborations, AVMs seemed impressed and satisfied of the high standard of the new solution ideas presented by creatives as very positive feedbacks were expressed.

FOLLOW-UP

Some creative professionals and manufacturing companies are evaluating to use the “individual visit” meeting as an opportunity to explore the technical and economic details of the proposals

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CONFINDUSTRIA
Veneto SIAV S.p.A.



Università
Ca' Foscari
Venezia
Dipartimento
di Management

PROGRAMMA

- 10.00** *Obiettivo dell'incontro*
Askoll - Solution Pitch di Across the People
Askoll - Solution Pitch di Marco Ducoli
Q&A sulle proposte
Mainetti - Solution Pitch di MATECH
Mainetti - Solution Pitch di DOLP dove osano le parole
Q&A sulle proposte
Askoll - Solution Pitch di Stiker Creative
Askoll - Solution Pitch di OJE AGENCY
Q&A sulle proposte
- 11.17** *Intervallo*
Mainetti - Solution Pitch di Mediatyche
Mainetti - Solution Pitch di Wannaboo
Mainetti - Solution Pitch di Spring Idee che Crescono
Q&A sulle proposte
Askoll - Solution Pitch di Studio Pasquotto
Askoll - Solution Pitch di DEXANET
Q&A sulle proposte
- 12.30** *Capitalizzazione delle azioni di Piloting*

Link di collegamento



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**Solution Pitch
Workshop**
19 ottobre 2021 - h. 10.00 - 12.30



INNOVAZIONE SOSTENIBILE Comunicare e Valorizzare la Sostenibilità Aziendale



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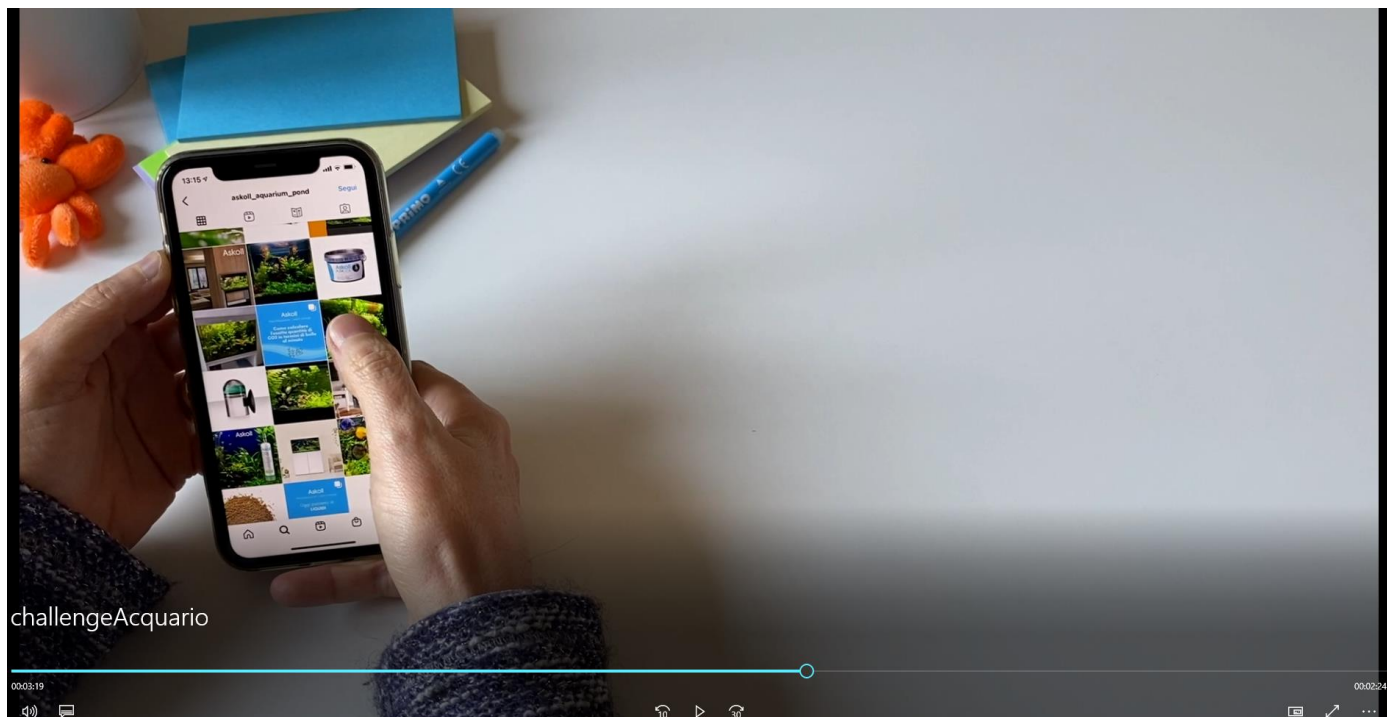


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PHOTOS



challengeAcquario



Bellezza - Sostenibilità - Mainetti

PAGINA **05** DI **13**

DATA **18.10.2021**

AUTORE **dove osano le parole**

CONCETTO: **Innovazione relazioni
tra persone**

CATEGORIA ESG: **Sociale**



AZIONE: **Una cliente entra
nell'atelier
e ne esce con abito,
appendiabito,
shopping bag ecc**

AUDIO: **Ritmo allegro**

SIGNIFICATO: **Proseguo del ciclo di vita
del prodotto attraverso le
persone**



AZIONE: **Parte la catena di scambio
di prodotti Mainetti
attraverso le persone.
Ad ogni cambio di scena,
la persona
che riceve un prodotto
si gira e ne dona uno
diversa.**

AUDIO: **Voci di persone, toni
cordiali.**

SIGNIFICATO: **Idem**

Storyboard - Sostenibilità - Mainetti_Cavalli

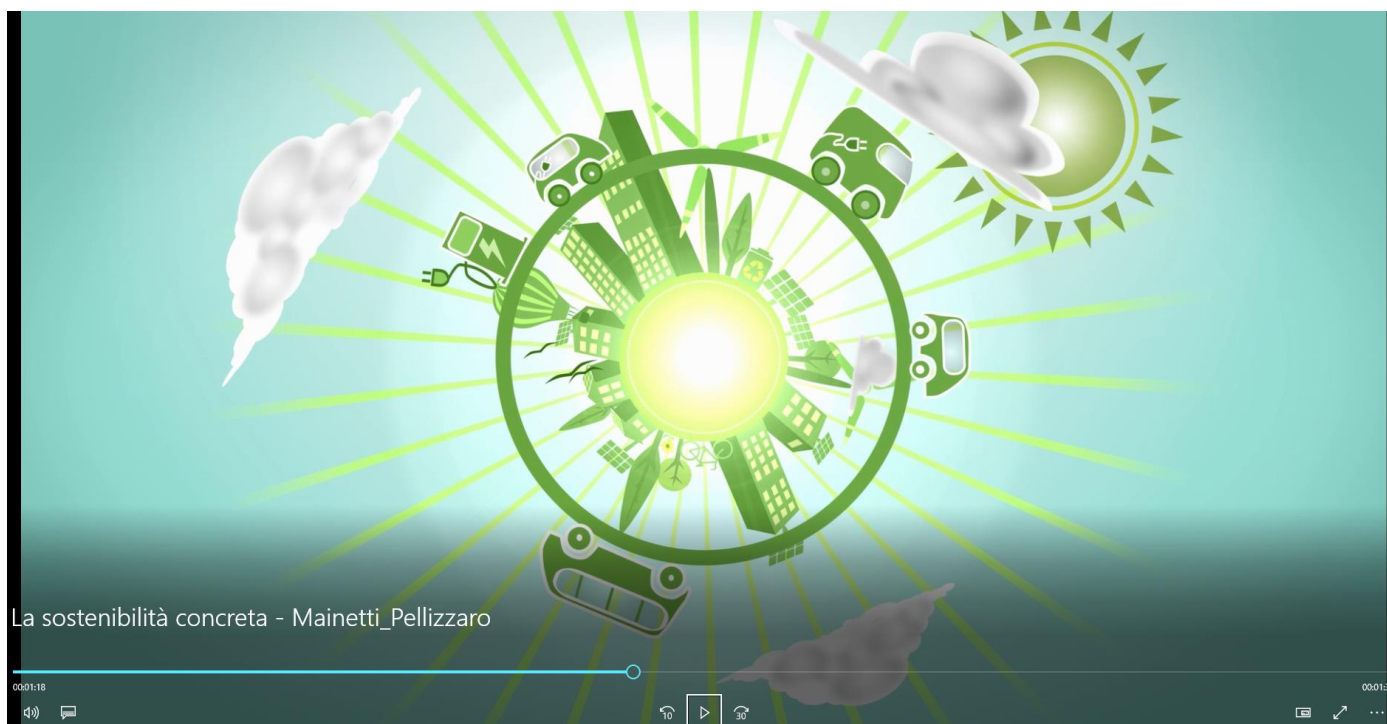
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Porgiamo il testimone della sostenibilità alle nuove generazioni



**comunicazione
sostenibilità
esterna**



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Salzano	Antonio	Mainetti
Sassi	Filippo	Mainetti
Fin	Manuel	Mainetti



Ceccato	Fosca	Mainetti
Pellicari	Mariachiara	Mainetti
Indelicato	Luigi	Mainetti

