



Past - Present - Future



TESTED MEASURES “CREATIVES MEET INDUSTRY”

Thematic - Implementation

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PP nr. 6, Camera di Commercio Padova



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Abstract

The concept (D.T4.3.1) developed by the Chamber of Commerce of Padova (PP6) focused on the interaction between traditional industry and innovative/creative communities. According to the focus group's suggestions and the analysis of the regional state of the art, the concept selected the value chain paper-printing industry and links this industrial chain with the creative/digital technologies. Moreover, PP6 tested creative methodology, like design thinking, for the exploitation of Industrial Culture.

According to the concept, it pilot has tested the potential coming from the establishment of strong commercial relationships between paper industry, printing industry and digital technologies applied to both of them, particularly the recovery of old printing characters to produced well customized printing products.

1. Project Context

InduCult2.0 project, financed by the Interreg Central Europe cooperation programme, establishes the idea of Living an Industrial Culture in Central Europe and reveals, strengthens and utilizes the unique cultural spirit of industrial regions (www.inducult.eu). The underlying basic concept is innovative in itself: Living Industrial Culture goes far beyond heritage preservation and utilization. Instead, past, present and future cultural and creative assets related to industries are combined into one powerful package. This is achieved by cross-sectoral cooperation set up by the partners, bringing together their museums, companies, schools, and creative communities. In this way, Industrial Culture becomes a living and dynamic concept, mirroring the ongoing transformations of the industrial economy and shaping the cultural sphere of affected communities.

The Thematic Work Package T4 “Fostering creativity and innovation in the environment of industry and its remains”, moves from the need to introduce significant innovation in the industrial processes, mainly linked to the digitisation processes and the strong approach to the marketing innovation and the user-oriented strategies. The traditional industrial sectors, that often are located in well established clusters, building, etc, need to create new relationships with emerging sectors, like Cultural and Creative sectors, to be able to support the competition and give new strengthness to their products. Particularly, looking at the recent innovation processes implemented, two kind of processes need to be encouraged: a) Cross-fertilization processes, that aims at creating strong and durable relationships between enterprises coming from traditional sectors and professionals dealing with media, creative, cultural and others emerging sectors b) Spill-over processes, where the relationships between staff and employees coming from enterprises are enriched by the contacts and the sharing of information with others experts and technicians. In this sense, the concept of Industrial Culture is tested in this WP in its contextual capability to create new opportunities coming from durable relationships between traditional industrial sectors and Cultural&Creative sectors (CCIs). The industrial culture will be enriched by the cooperation with new labour forces much more oriented to non-technological innovation, to the creativity and to the new emerging digital technologies (robotics, internet of things, big and open data exploitation, advanced manufacturing, etc). The change of vision and approach is clear: from traditional innovation processes, where the “technology” is at the core of the process, to much more user-oriented and design innovation.

As relevant EU studies are highlighting that economic growth (both in terms of competitiveness and employment) will come from the strong introduction of “creativity” and “digitisation” within existing - and sometimes - old industrial processes. To give evidence to this approach, specific

financial instruments (Creative Europe and Factory of the Future, for example) have been set-up by the EU to support the processes and the collaboration of the actors.

As main WP T4 output, regions drafted action plans for strengthening the relationship and the collaboration between Traditional Industrial sectors and Cultural and Creativity sectors. The collaboration has been both at the level of “products design innovation” (task 4.2) and locations (task 4.4). In particular:

- a) Regions elaborated action plans promoting the collaboration between industry and CCIs through competitions, living labs, work camps, etc
- b) Regions elaborated plans to create innovative spaces connected with Creativity, social innovation and new services to be offered to SMEs and employees from traditional industrial sectors within old-industrial sites.

The concept developed defined the action implemented by PP6 focusing on the described approach (task T4.3.1&T4.3.2: Concept “Creativity meets Industry” and the following testing measures.

2. Introduction

Within the InduCult2.0 project, Industrial Culture is proposed to be open to new inputs coming from emerging sectors, like Cultural and Creative sectors. The industrial culture will benefit from the meeting with professionals and companies that usually are very far from the old/traditional industrial sectors and will receive new inputs to become attractive to youths and professionals and more competitive on the markets.

The collaboration between Industrial Sectors and CCIs enriches the industrial culture and opens new suggestions:

- to create synergies and new collaboration (cross-fertilization and spill-over effects)
- to set-up innovative centres in old industrial sites.

Both approaches have been taken into consideration to test the Concept “Creatives meet Industry” (T4.3.1).

3. Objective

In the framework of InduCult 2.0 thematic workpackage 4, task 3, Padova Chamber of commerce identified the industrial sector to be involved in the process described above and the Cultural and Creative sectors that should be better interlinked.

Going into detail, the objective of this action has been to test the collaboration between the traditional industrial sector and the creative/digital industries. The aim of this collaboration was:

- To foster cooperation between traditional industrial sector and CCIs to strengthen the value-chain with the introduction of creativity and digital technologies and the sharing of know-how and innovative methods;
- To identify new marketing models to be suggested and supported

The focus group organized in Padova has shown the interest of some old industrial sites, clusters and enterprises operating in the paper-printing sectors, to strengthen (or start in many cases) the collaboration with Creatives and Digital-Media experts. Specific experiences have been presented (Lino's type company) and the franchising proposal connected) to show a possible direction of the collaboration.

4. Applied Approach

4.1. General

In Padova the focus groups on industrial culture connected with “creativity and cultural sector” was established in autumn 2016. One of the topics they have been working on is how to promote Industrial Culture strengthening the cooperation between traditional industrial sectors and emerging technologies (digital technologies) and design (user-oriented approach; no-technological approach, etc). The input of the focus groups has been the base for this concept paper. The idea to promote cross-innovation, setting up new value-chain and opening to new marketing processes have been presented at the Working Group of Leoben and Padova and supported by peering activities with the partners.

4.2. Operational approach

According to the inputs from regional stakeholders involved during one-to-one consultations and local focus group, as well as from the peering review, the concept became related to the manufacturing sector, focusing on storytelling and digital communication, planning a specific living lab selecting the value chain paper-printing industry and links this industrial chain with the creative/digital technologies.

Padova Chamber of Commerce tested measures to improve interplay between creative and industrial sector, in April (12.04.2018) organizing a workshop aiming at strengthening the link between creativity and digital technology, showing some best practices of the Regional industrial culture, like Lino's Type (called also Lino's & Co, in short Lino) company and its experience focusing on Industrial Culture.



Past - Present - Future



Workshop Invito

CREATIVITÀ, TECNOLOGIA DIGITALE E INNOVAZIONE PER LO SVILUPPO DELLA FILIERA GRAFICA E CARTOTECNICA



12 aprile 2018 - ore 16.30

**CENTRO CONFERENZE DELLA CAMERA
DI COMMERCIO DI PADOVA
Piazza G. Zanellato 21 - Stanga**



Camera di Commercio
Padova

Padova
INNOVATION
HUB



Lino's & Co is an innovative concept space that sells printed and design products. From greeting cards to the most refined diaries, from blackboards to washable cellulose backpacks: everything you like to organize, decorate, contain, and communicate with a touch of tradition and freshness.

In the Lino's Type shops the exhibition spaces are a co-working for creatives and consultants in the world of communication that offers graphic design, web, photography, video and marketing and strategic consulting services.



Lino is also a typographic printing laboratory and a FabLab 3d for experimenting, getting your hands dirty and discovering new things. A place for events, courses, innovation and training always oriented to creativity and the spread of graphic culture.

Lino's Type has recovered 1940s printing machines. He created a brand on it, a well-chosen design, creates mobile characters with 3D printers and sells products online in the most receptive markets such as Germany, Japan and the United States.

The scale-up, the next step after the startup, when the company begins to create economies of scale, Lino's Type does it with the franchise of shops.

Chainment.com, another best practice presented, is an innovative creative company which realized a platform aiming to integrate different kind of planning software on one side and new generation algorithms on the other side. They collect data from all the suppliers and customers and then aggregate them in a real-time sharing model system, providing a unique service/platform, managing optimization for every kind of supply chain.

These are just two of the models presented during the interactive workshop. 9 companies took part in it and developed innovation projects based on the cooperation between companies and creatives.

Padova Chamber of Commerce implemented a specific action, outside InduCult2.0 project, to mentor the companies in the follow-up of the event.

A second test has been organized on March 25th 2019 in the former Jute factory in Piazzola sul Brenta, linked to the action implemented under D.T.4.4.3., organizing a design thinking workshop with companies and creatives: 'La creatività incontra l'impresa: Re-charge your innovation value', with the participation of 26 creatives and representatives of leading industrial companies of the region.

Padova Chamber of Commerce, after discussion with the focus group members, considered to test Design Thinking, an innovative methodology used by designers to solve complex problems, and find desirable solutions, focusing on it and on the actions towards creating a preferred future. Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be—and to create desired outcomes that benefit the end user.

“Design thinking can be described as a discipline that uses the designer’s sensibility and methods to match people’s needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.”- Tim Brown CEO, IDEO

During the workshop 28 creatives and industrial companies’ representatives worked together in 6 separate groups experiencing Design Thinking methodology focusing on different issues related to innovation and living industrial culture.

The poster is for a workshop titled "LA CREATIVITÀ INCONTRA L'IMPRESA: RE-CHARGE YOUR INNOVATION VALUE". It features a green background with faint sketches of mechanical parts. In the top right corner, there is a logo for "Interreg CENTRAL EUROPE" with the European Union flag and "InduCult2.0" below it. The top left corner provides the location: "Comune di Piazzola sul Brenta, Sala della Biblioteca, Viale S. Camerini, 3" and the date/time: "25 Marzo 2019 14.00/18.00". The main title is in large, bold, white letters. Below it, a subtitle reads: "Workshop di design thinking per valorizzare il patrimonio industriale grazie a nuovi punti di vista e un nuovo processo creativo." A paragraph of text describes the event's goal: "L'evento si propone di stimolare la collaborazione tra imprese creative ed imprese manifatturiere, che vogliono sperimentare il metodo del design thinking, su un tema che permetterà di sviluppare nuove idee per migliorare e valorizzare i core values aziendali ed il proprio patrimonio industriale. Si utilizzerà il Design Thinking come processo per favorire lo sviluppo di idee progettuali innovative e la creazione di nuovi messaggi e strumenti." At the bottom, it details the workshop structure: "Il Workshop sarà suddiviso in due parti" followed by two bullet points: "• Creative Problem Analysis, che prevede la comprensione delle criticità" and "• Creative Solution, che prevede la definizione di proposte." Finally, it states "Il metodo" and describes the use of Design Thinking methodology: "Il workshop utilizzerà la metodologia del Design Thinking: un modello progettuale utilizzato per risolvere problemi complessi impiegando una visione e una gestione creativa. Ogni impresa manifatturiera lavorerà fianco a fianco con un'impresa creativa."

Comune di Piazzola sul Brenta,
Sala della Biblioteca.
Viale S. Camerini, 3

25 Marzo 2019
14.00/18.00

**LA CREATIVITÀ INCONTRA L'IMPRESA:
RE-CHARGE YOUR INNOVATION VALUE**

**Workshop di design thinking per valorizzare il patrimonio industriale
grazie a nuovi punti di vista e un nuovo processo creativo.**

L'evento si propone di stimolare la collaborazione tra imprese creative ed imprese manifatturiere, che vogliono sperimentare il metodo del design thinking, su un tema che permetterà di sviluppare nuove idee per migliorare e valorizzare i core values aziendali ed il proprio patrimonio industriale. Si utilizzerà il Design Thinking come processo per favorire lo sviluppo di idee progettuali innovative e la creazione di nuovi messaggi e strumenti.

Il Workshop sarà suddiviso in due parti

- **Creative Problem Analysis,**
che prevede la comprensione delle criticità
- **Creative Solution,**
che prevede la definizione di proposte.

Il metodo

Il workshop utilizzerà la metodologia del **Design Thinking**:
un modello progettuale utilizzato per risolvere problemi complessi
impiegando una visione e una gestione creativa.
Ogni impresa manifatturiera lavorerà fianco a fianco con un'impresa creativa.

5. Results

The results of actions tested in Veneto have been an increased awareness of the value of industrial culture by Creative and Cultural operators as well as the promotion of durable collaboration between CCIs and traditional industries, enhancing cross-fertilization patterns.

The workshop for the paper -print value chain companies has been useful to show how the interplay between creatives and traditional industries can bring to new ideas, new products, new production ways.

It has been useful also for cross-sectoral innovation, the results have been discussed in the board of Padova Innovation Hub, network for innovation in SMEs set up by Padova Chamber of Commerce.

The paper-print sector has been in fact proposed as target sector by Confindustria, Industrial Companies Association, since is one of the mostly affected by Digitalization and Innovation, both in positive and negative way, and where local companies need more to focus on change management to keep and improve their market shares.

Design Thinking, as shown in the workshop in Piazzola sul Brenta, has been a powerful methodology to spark innovation and (positive) change.

Industrial companies recognized the importance of creativity and of the testing new methodologies and solutions, also not embedded in traditional industrial culture and production ways, to speed industrial innovation processes.

Companies came from all over Veneto Region, stressing the relevance of the action, also for the regional strategy.

The DT workshop focused on concepts and clusters for innovation, the “Italian matrix” and the best solutions proposed.

About innovation schemes, companies pointed out as key factors human resources, soft skills, creativity...seldom money has been presented as a key success factor for the change in company's procedures and strategies.

After the workshop several companies kept contact with the creatives in order to explore the possibility of realize the solution envisaged on March 25th.

6. Evaluation/transnational added value/Outlook

The action has been developed in parallel with other partners working on the same topic (task T4.3.2) and gave valuable input and inspiration for their individual planned measures. In addition the experience of Veneto region led to the elaboration of a model of cross-innovation that will be proposed for other economic sectors and to other geographical areas.

In the coming years, the conceptional approach will be further developed and exploited in the region. This will lead to a broader understanding of what works well and what is difficult to achieve in practice. Since Padova Chamber of Commerce and other partners have realized a platform, <https://www.designthinkinglab.eu/>, thanks to DesAlps Interreg alpine Space project, it will be a tool to be used by companies and creatives in the coming years.

Interreg Central Europe project InduCCI will also profit from the experience done with this action. Cross-sectoral innovation between creatives and traditional companies must be fully exploited. The change required by Industrial Companies requires to re-think companies' strategies, both internal and external. Living Industrial Culture means to work out new ways to improve working conditions, in a creative way.

The cooperation of the InduCult partners with local companies for the promotion of Industrial Culture led to a general conceptional approach which is easily applicable for similar Central European regions. The direct involvement of companies and creatives is anyway crucial for the positive impact of the tested measures. The tested action has been presented during a meeting in Torino, Italy, in the frame of Interreg Alpine Space DesAlps project, and will be used a starting point for new actions which will realized by Padova Chamber of Commerce and its stakeholders during the next years, since it has been included in the Chamber's Strategy for 2019-2022.

Pictures of Design thinking workshop in Piazzola sul Brenta:



