

COMPANY VISITS

STUTTGART

Version 1
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PROJECT RELEVANCE

The company visits based on Checklist for identification of CCI and AVM companies with potential for cooperation (D.T2.2.3).

PURPOSE

The visits/interviews were carried out on the one hand to find out more about the basic willingness for cross-sectoral cooperation, and on the other hand to find out which methods and content and how much time are adequate for a company matching process. The focus of PP9 was on companies from writing, arts, social media, computer science, animation, film, marketing and product design. The focus of PP6 was both on CCI and AVM companies coming from the following fields: Film festival, museum, AR/VR simulation, brand management, communication

SUMMARY OF VISITS

Company	Location	Date(s)
Gage	Online	July 2019
Nicolas Rutschmann Neue Medien & Film	Online	July 2019
Audiotextour	Online	July 2019
Vonpfauhausen	Online	July 2019
Deinklub	Online	July 2019
Handtmann Service GmbH & Co. KG	Online	2019
D-serv	Online	2019
Französische Filmtage Tübingen	Online	2019
Truphysics	Online	2019
Stadtmuseum Tübingen	Online	2019
Storymaker	Online	2019
Eberspächer	Online	November 2020
Daimler AG	Online	December 2020
Orpheus	Online	March 2021
PappTeil	Online	March 2021
Innovation House	Online	March 2021
Vector Stiftung	Online	March 2021
amprove	Online	March 2021



Vive la Car	Online	March 2021
Gründermotor	Online	March 2021

PARTICIPANTS

Company	Participants*	Participant Structure
Albert Groz	1	Founder
amprove	1	Founder
Audiotextour	1	Founder
Daimler AG	1	Head of Open Innovation
Deinklub	1	Founder
Eberspächer	1	Investments & Cooperations
Gage	1	Founder
Gründermotor	1	Stakeholder Management
Handtmann Service GmbH & Co. KG	1	Founder
Heidrun Haug		
Innovation House	1	Founder/Innovation Consultant
Nicolas Rutschmann Neue Medien & Film	1	Founder
Orpheus	1	Founder
PappTeil	1	Founder
Peter Moos	1	Employee
Pietro Tiscari	1	Founder
Vector Stiftung	1	Founder
Vive la Car	1	Founder
Vonpfauhausen	1	Founder
Wiebke Ratzeburg	1	Employee

*participants from company side

OUTCOMES

// Gage: Has no idea about AVM, would like to learn more, but does not feel ready for cooperation yet. Is currently starting a new company and will be invited to be part of the Stuttgart COCO4CCI Community



presenting her company on our website partner platform (under construction) and to participate in the next piloting/matching session(s).

// Nicolas Rutschmann: Is mainly interested in AVM as clients. Has been invited to be part of the Stuttgart COCO4CCI Community presenting her company on our website partner platform (under construction) and to participate in the next piloting/matching session(s).

// Audiotextour: Has no idea about AVM, would like to learn more, feels ready for cooperation to learn more. Has been invited to be part of the Stuttgart COCO4CCI Community presenting her company on our website partner platform (under construction) and to participate in the next piloting/matching session(s).

// Vonpfauhausen: Already has a lot of experience with industry as suppliers but notices a lack of communication or a lack of creativity. Feels ready for a cooperation and would like to learn more about la wand contracting. Has been invited to be part of the Stuttgart COCO4CCI Community presenting her company on our website partner platform (under construction) and to participate in the next piloting/matching session(s).

// Deinklub: Has no idea about AVM, would like to learn more, feels ready for cooperation to learn more. Has been invited to be part of the Stuttgart COCO4CCI Community presenting her company on our website partner platform (under construction) and to participate in the next piloting/matching session(s).

// PappTeil: Generally interested in new technologies but sees in no point cooperation at the moment. Will be invited later invited to be part of the Stuttgart COCO4CCI Community presenting her company on our website partner platform (under construction) and to participate in the next piloting/matching session(s).

//Handtmann Service GmbH & Co. KG: Believes that AVM work under a lot of time pressure. Oftentimes there isn't enough time and money to think about new approaches and work conceptually because they are distracted by the daily business. He also believes that to get in touch with CCI it takes translation work and these sectors often use different languages and have different understanding of solutions.

//D-serv: He believes that both sectors (AVM and CCI) have unique knowledge and skills. With a cooperation both could learn from each other and create synergies. Has already collaborated with AVM, and he is willing to learn more and start cooperation projects. He has been invited to be part of the Stuttgart COCO4CCI Community and was already invited as expert in one specialized workshop in Germany.

//Französische Filmtage Tübingen: They had contact with AVM already and see a possible cooperation with AVM in turning them in investors in exchange for movie credits. They would like to learn more about AVM and feels ready for cooperation. They have been invited to be part of the Stuttgart COCO4CCI Community presenting themselves on our website and to participate in the next piloting/matching session(s).

//Truphysics: He believes that acquiring contacts and projects with AVM is not easy as you are in constant competition with bigger players. Until you get a project it could take 3 to 12 months. This requires a lot of



resources from the CCIs. Challenge they have: How do we explain how hard and time consuming it is to program little changes into AR/VR solutions? People expect ready-to-use solutions, in reality it is hard to transform ideas into code. They have been invited to be part of the Stuttgart COCO4CCI Community presenting themselves on our website and to participate in the next piloting/matching session(s).

//Stadtmuseum Tübingen: Cooperation possibilities with AVM could arise by showing hidden champions in the region and explain what they do from a critical and unbiased point of view. CCI could be a facilitator to a good image of AVM as museums and other cultural institutions are seen as very authentic. The contact to the AVM target groups could be fostered through a cooperation of both industries. They would like to learn more about AVM and feels ready for cooperation. They have been invited to be part of the Stuttgart COCO4CCI Community presenting themselves on our website and to participate in the next piloting/matching session(s).

//Storymaker: They believe that if you go into pitches, AVM asks for new, innovative ideas. The CCI puts a lot of effort and time into the development of those ideas. But in the long run, AVM does rarely implement those ideas in their day-to-day business. They would like to learn more about AVM and feels ready for cooperation. They have been invited to be part of the Stuttgart COCO4CCI Community presenting themselves on our website and to participate in the next piloting/matching session(s).

//Eberspächer: Is convinced that such cooperation is very fruitful. In fact, with its Next Shed innovation program, Eberspächer is always on the lookout for crosssector input and sees great potential for cooperation with CCI, particularly in the area of urban mobility solutions. They have been invited to be part of the Stuttgart COCO4CCI Community presenting themselves on our website and to participate in the next piloting/matching session(s).

//Daimler AG: Is always very open to cross-industry collaborations and takes great pleasure in learning new innovation and creativity techniques. Traditionally sees the creative industry as much more than an advertising service provider. They have been invited to be part of the Stuttgart COCO4CCI Community and have taken part in the first Cooperation Sprint.

//Orpheus: Regrets that AVM sometimes lacks courage to try something new and CCI in turn have angst e.g. go to market with "still unfinished" products. They have been invited to be part of the Stuttgart COCO4CCI Community presenting themselves on our website and to participate in the next piloting/matching session(s).

//Innovation House: Innovationhouse sees itself as a companion to public and private clients in all phases of the innovation process - from idea generation to implementation. A high visibility of cooperations is particularly important, which could already trigger a WIN-WIN situation. They have been invited to be part of the Stuttgart COCO4CCI Community for scouting purposes, especially in the search for suitable AVM.

//Vector Stiftung: The Vector Foundation invests in STEM research and STEM education, focusing on the subjects of mathematics, computer science, physics, technology and engineering. It increasingly pursues projects with a social impact and is therefore aware of the need for cross-sector networking and actively promotes cooperation between startups and industry. They have been invited to be part of the Stuttgart COCO4CCI Community for scouting purposes, especially in the search for suitable AVM.



//amprove: Misses clear expectation management on both sides and would like to see standardized LOIs/conditions etc. for cooperation. They have been invited to be part of the Stuttgart COCO4CCI Community presenting themselves on our website and to participate in the next piloting/matching session(s).

//Vive la Car: Sees time issues above all in collaborations between "small" CCI companies and "large" AVM: 6 months waiting time is not long for companies, but a challenge for startups. They have been invited to be part of the Stuttgart COCO4CCI Community presenting themselves on our website and to participate in the next piloting/matching session(s).

//Gründermotor: Regrets cultural problems exacerbated by a size gap and differences in decision-making hierarchies. They have been invited to be part of the Stuttgart COCO4CCI Community for scouting purposes, especially in the search for suitable CCI.



ANNEX 1: Proof of visit



Info-view CCI/AVM 09.04.21, 16:28

Interview CCI/AVM

For our EU-project COCO4CCI, we are doing interviews with creatives and start ups. The aim of COCO4CCI is to bring together creatives and advanced manufacturers and we would like to know what YOU think of advanced manufacturers and how you could imagine a cooperation between creatives and advanced manufacturers that would benefit you.

Please fill in your thoughts and don't worry about it being "right" or "wrong". We're interested in your personal opinions. Keywords are enough. Thank you!

What's your name? *

How old are you? *

What is the name of your start-up? *

In which area of the creative industries do you work? *

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Interview CCI_AVM_Seite_01.png

Info-view CCI/AVM 09.04.21, 16:28

How would you define the Culture and Creative Industries (CCI)? *

Alles, was kein produzierendes Gewerbe ist, sondern mehr geistiges Schaffen

How do you personally see the Culture and Creative Industries right now? What kind of assumptions do you have about it? *

viele kleine Unternehmen, die nicht sehr präsent sind

What are the biggest challenges for Culture and Creative Industries? For you personally and in general? *

Reichweite generieren; sich gegen große Player behaupten

How do you tackle these challenges?

besser sein als Andere

Advanced Manufacturing (AVM)

What do you know about Advanced Manufacturing (AVM)? How would you describe it and the people working there? *

nie gehört

Can you think of any sector of Advanced Manufacturing that is most appealing to you? *

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Interview CCI_AVM_Seite_02.png

Info-view CCI/AVM 09.04.21, 16:28

Would you like to learn more about AVM? *

Yes
 No

If yes, why? If not, why not? *

weil ich es nicht kenne

How could you benefit from a cooperation with AVM (personally and in terms of business)? *

wird sich zeigen, wenn die Inhalte bekannt sind

What do you think, what kind of challenges could arise in such a cooperation? *

.

How could these challenges be tackled? *

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Interview CCI_AVM_Seite_03.png

Info-view CCI/AVM 09.04.21, 16:28

Have you already defined a need for you to get in touch with AVM? *

yes
 no

What kind of cooperation could you imagine between CCI and AVM (eg. workshops, brainstorming, study visits, a project together, etc.)? *

Verstehen, was die jeweils anderen genau machen

What do you think: What do representatives of AVM think about the Culture and Creative Industries? *

.

Your Experiences

Have you already had contact with an Advanced Manufacturer? *

yes
 no

If yes, what went well? What went wrong?

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Interview CCI_AVM_Seite_04.png



Info-view CCI/AVM 09.04.21, 16:28

If not, why not?
 Weil ich AVM noch nie gehört habe

Would you like to get in touch with an Advanced Manufacturer? *

yes
 no

If yes, for what purpose? What do you hope to get out of it? What would you like to offer?
 Verstehen, was ein AVM macht

If no, why not? What might spark your interest? What would you need to get out of it?

Do you feel ready for a cooperation with an Advanced Manufacturer? If yes, what makes you so sure? If no, why not? *
 Nein, da ich erst verstehen muss, was ein AVM macht

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Interview CCI_AVM_Seite_05.png

Info-view CCI/AVM 09.04.21, 16:28

Do you think a specific training could enhance your capabilities for cooperation? If yes, in which areas? If no, why not? *
 Ja, weil dann klar würde, was ein AVM macht

Would you have enough time to actively cooperate with an Advanced Manufacturer? *

yes
 no

Thank you for your participation!

Please press "Send" to submit your replies

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Interview CCI_AVM_Seite_06.png

Info-view CCI/AVM 09.04.21, 16:28

Interview CCI/AVM

For our EU-project COCO4CCI, we are doing interviews with creatives and start ups. The aim of COCO4CCI is to bring together creatives and advanced manufacturers and we would like to know what YOU think of advanced manufacturers and how you could imagine a cooperation between creatives and advanced manufacturers that would benefit you.

Please fill in your thoughts and don't worry about it being "right" or "wrong". We're interested in your personal opinions. Keywords are enough. Thank you!

What's your name? *

How old are you? *

What is the name of your start-up? *

In which area of the creative industries do you work? *

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Interview CCI_AVM_Seite_07.png

Info-view CCI/AVM 09.04.21, 16:28

How would you define the Culture and Creative Industries (CCI)? *
 Offen und Kooperativ

How do you personally see the Culture and Creative Industries right now? What kind of assumptions do you have about it? *
 Persönlich finde ich die Kultur super. Die Kreativwirtschaft ist anderen Industrien gefühlt immer einen Schritt voraus. Das liegt aus meiner Sicht daran, dass vieles gemeinsam geschieht und nicht nur in Konkurrenz zueinander. Außerdem dient sie als Inspirationsquelle für alle Industrien.

What are the biggest challenges for Culture and Creative Industries? For you personally and in general? *
 Die Kreativwirtschaft wird meines Erachtens nach unterschätzt bzw. nicht ausreichend wertgeschätzt und daher zu wenig gefördert. Eigentlich hat sie großen Einfluss auf alle Industrien. Die größte Herausforderung für mich und generell, ist es daher, ernst genommen zu werden und dass die Arbeit nicht unter Wert verkauft wird.

How do you tackle these challenges?
 Durchbeißen und versuchen die positiven Effekte der Kreativwirtschaft sichtbar und greifbar zu machen.

Advanced Manufacturing (AVM)

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Interview CCI_AVM_Seite_08.png



Info-view CCI/AVM 09.04.21, 16:28

What do you know about Advanced Manufacturing (AVM)? How would you describe it and the people working there? *

Ehrlich gesagt höre ich gerade zum ersten Mal bewusst von Advanced Manufacturing. Die Stichpunkte, die ich dazu in kürze im Wikipedia Artikel gelesen habe würde ich eigentlich als selbstverständlich in der Produktion erachten.

Can you think of any sector of Advanced Manufacturing that is most appealing to you? *

Nein, weil ich mich damit noch nicht befasst habe.

Would you like to learn more about AVM? *

Yes
 No

If yes, why? If not, why not? *

Mich interessiert was dahinter steckt.

How could you benefit from a cooperation with AVM (personally and in terms of business)? *

Das weiß ich noch nicht.

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Interview CCI_AVM_Seite_09.png

Info-view CCI/AVM 09.04.21, 16:28

What do you think, what kind of challenges could arise in such a cooperation? *

Das weiß ich noch nicht.

How could these challenges be tackled? *

Das weiß ich noch nicht.

Have you already defined a need for you to get in touch with AVM? *

yes
 no

What kind of cooperation could you imagine between CCI and AVM (eg. workshops, brainstorming, study visits, a project together, etc.)? *

Das weiß ich noch nicht.

What do you think: What do representatives of AVM think about the Culture and Creative Industries? *

Das weiß ich noch nicht.

Your Experiences

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Interview CCI_AVM_Seite_10.png

Info-view CCI/AVM 09.04.21, 16:28

Have you already had contact with an Advanced Manufacturer? *

yes
 no

If yes, what went well? What went wrong?

If not, why not?

Weil ich mich damit noch nicht befasst habe.

Would you like to get in touch with an Advanced Manufacturer? *

yes
 no

If yes, for what purpose? What do you hope to get out of it? What would you like to offer?

Um herauszufinden, worum es sich dabei genau handelt und was sie von normalen Produzenten unterscheidet.

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Interview CCI_AVM_Seite_11.png

Info-view CCI/AVM 09.04.21, 16:28

If no, why not? What might spark your interest? What would you need to get out of it?

Do you feel ready for a cooperation with an Advanced Manufacturer? If yes, what makes you so sure? If no, why not? *

Ich weiß es nicht, weil ich mich damit noch nicht befasst habe.

Do you think a specific training could enhance your capabilities for cooperation? If yes, in which areas? If no, why not? *

Ich weiß es nicht, weil ich mich damit noch nicht befasst habe.

Would you have enough time to actively cooperate with an Advanced Manufacturer? *

yes
 no

Thank you for your participation!

Please press "Send" to submit your replies

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Interview CCI_AVM_Seite_12.png



Info-view CCI/AVM 09.04.21, 16:28

Interview CCI/AVM

For our EU-project COCO4CCI, we are doing interviews with creatives and start ups. The aim of COCO4CCI is to bring together creatives and advanced manufacturera and we would like to know what YOU think of advanced manufacturers and how you could imagine a cooperation between creatives and advanced manufacturers that would benefit you.

Please fill in your thoughts and don't worry about it being "right" or "wrong". We're interested in your personal opinions. Keywords are enough. Thank you!

What's your name? *

How old are you? *

What is the name of your start-up? *

In which area of the creative industries do you work? *

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Interview CCI_AVM_Seite_13.png

Info-view CCI/AVM 09.04.21, 16:28

How would you define the Culture and Creative Industries (CCI)? *

- design
- writing
- arts

How do you personally see the Culture and Creative Industries right now? What kind of assumptions do you have about it? *

- "Brotlose Kunst", but if you love what you do and you are outstanding in some way, you can make it

What are the biggest challenges for Culture and Creative Industries? For you personally and in general? *

In general: There is quite often a difficult start into the job life (internships, job search), low salaries (at least at the beginning), elbow mentality, very long working hours.

How do you tackle these challenges?

Advanced Manufacturing (AVM)

What do you know about Advanced Manufacturing (AVM)? How would you describe it and the people working there? *

No idea...

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Interview CCI_AVM_Seite_14.png

Info-view CCI/AVM 09.04.21, 16:28

Can you think of any sector of Advanced Manufacturing that is most appealing to you? *

No idea...

Would you like to learn more about AVM? *

Yes
 No

If yes, why? If not, why not? *

As I have no idea what it is it might be interesting.

How could you benefit from a cooperation with AVM (personally and in terms of business)? *

If you mean producers and manufacturers in general, my business is based on cooperation with suppliers.

What do you think, what kind of challenges could arise in such a cooperation? *

Communication problems, delivery delays, price discussions.

How could these challenges be tackled? *

There are a lot of options... Depends on the issue.

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Interview CCI_AVM_Seite_15.png

Info-view CCI/AVM 09.04.21, 16:28

Have you already defined a need for you to get in touch with AVM? *

yes
 no

What kind of cooperation could you imagine between CCI and AVM (eg. workshops, brainstorming, study visits, a project together, etc.)? *

Visits and workshops.

What do you think: What do representatives of AVM think about the Culture and Creative Industries? *

Difficult to say in general. It depends on manufacturer.

Your Experiences

Have you already had contact with an Advanced Manufacturer? *

yes
 no

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Interview CCI_AVM_Seite_16.png



Info-view CCI/AVM 09.04.21, 16:28

If yes, what went well? What went wrong?
 I have a lot of experience with producers, if that's what you mean. It depends on the factory: There is sometimes miscommunication or lack of communication, no proper delivery performance, lack of creativity.

If not, why not?

Would you like to get in touch with an Advanced Manufacturer? *

yes
 no

If yes, for what purpose? What do you hope to get out of it? What would you like to offer?

If no, why not? What might spark your interest? What would you need to get out of it?

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Interview CCI_AVM_Seite_17.png

Info-view CCI/AVM 09.04.21, 16:28

Do you feel ready for a cooperation with an Advanced Manufacturer? If yes, what makes you so sure? If no, why not? *
 Yes, as I am developing products already.

Do you think a specific training could enhance your capabilities for cooperation? If yes, in which areas? If no, why not? *
 The topics concerning law and contract would be interesting.

Would you have enough time to actively cooperate with an Advanced Manufacturer? *
 yes
 no

Thank you for your participation!

Please press "Send" to submit your replies

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Interview CCI_AVM_Seite_18.png

Info-view CCI/AVM 09.04.21, 16:28

Interview CCI/AVM

For our EU-project COCO4CCI, we are doing interviews with creatives and start ups. The aim of COCO4CCI is to bring together creatives and advanced manufacturers and we would like to know what YOU think of advanced manufacturers and how you could imagine a cooperation between creatives and advanced manufacturers that would benefit you.

Please fill in your thoughts and don't worry about it being "right" or "wrong". We're interested in your personal opinions. Keywords are enough. Thank you!

What's your name? *
 Leonard Wohlfarth

How old are you? *
 21

What is the name of your start-up? *
 Gage

In which area of the creative industries do you work? *
 Social Media and CompSci, I guess

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Interview CCI_AVM_Seite_19.png

Info-view CCI/AVM 09.04.21, 16:28

How would you define the Culture and Creative Industries (CCI)? *
 Anything contributing to creation or spread of any cultural goods ("content")

How do you personally see the Culture and Creative Industries right now? What kind of assumptions do you have about it? *
 Generally neutral. There are many companies genuinely interested in creating the best content and lifting up new creators, while others just want to profit as much as possible off of any content

What are the biggest challenges for Culture and Creative Industries? For you personally and in general? *
 Content is either generated by huge multi-million corporations (Disney), or user-generated in new media. This leaves very little space for smaller, traditional mediums like local radio or TV stations

How do you tackle these challenges?
 Use the existing assets to create great content on user-generated platforms, that's where they can compete. Instead of pitching a TV show, open a YouTube channel. Instead of doing a radio show, publish it as a podcast.

Advanced Manufacturing (AVM)

What do you know about Advanced Manufacturing (AVM)? How would you describe it and the people working there? *
 Not enough. I know it's an interesting and important field and that there is a lot of progress in for example 3D-printed materials and processes.

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Interview CCI_AVM_Seite_20.png



Info-view CCI/AVM 09.04.21, 16:28

Can you think of any sector of Advanced Manufacturing that is most appealing to you? *

Customized mass-goods through new printing and production processes in mass production

Would you like to learn more about AVM? *

Yes
 No

If yes, why? If not, why not? *

Seems like it would take a lot of prior knowledge in material science and heavy production tech to even understand all the news in the field. I can't even work a CNC router.

How could you benefit from a cooperation with AVM (personally and in terms of business)? *

Hyper-personalized merchandising

What do you think, what kind of challenges could arise in such a cooperation? *

Striking a balance between lots of customization and cheap mass production

How could these challenges be tackled? *

Faster/cheaper tech, limiting customization choices

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Have you already defined a need for you to get in touch with AVM? *

yes
 no

What kind of cooperation could you imagine between CCI and AVM (eg. workshops, brainstorming, study visits, a project together, etc.)? *

All of the above

What do you think: What do representatives of AVM think about the Culture and Creative Industries? *

Probably not as favorably as the other way around, as cultural industries only work with "imaginary" goods

Your Experiences

Have you already had contact with an Advanced Manufacturer? *

yes
 no

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Interview CCI_AVM_Seite_22.png

Info-view CCI/AVM 09.04.21, 16:28

If yes, what went well? What went wrong?

.....

If not, why not?

No need

Would you like to get in touch with an Advanced Manufacturer? *

yes
 no

If yes, for what purpose? What do you hope to get out of it? What would you like to offer?

.....

If no, why not? What might spark your interest? What would you need to get out of it?

No need

Do you feel ready for a cooperation with an Advanced Manufacturer? If yes, what makes you so sure? If no, why not? *

Business is definitely not far enough along yet

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Interview CCI_AVM_Seite_23.png

Info-view CCI/AVM 09.04.21, 16:28

Do you think a specific training could enhance your capabilities for cooperation? If yes, in which areas? If no, why not? *

Probably, I need to learn what which device is capable of.

Would you have enough time to actively cooperate with an Advanced Manufacturer? *

yes
 no

Thank you for your participation!

Please press "Send" to submit your replies

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Info-view CCI/AVM 09.04.21, 16:28

Interview CCI/AVM

For our EU-project COCO4CCI, we are doing interviews with creatives and start ups. The aim of COCO4CCI is to bring together creatives and advanced manufacturera and we would like to know what YOU think of advanced manufacturers and how you could imagine a cooperation between creatives and advanced manufacturers that would benefit you.

Please fill in your thoughts and don't worry about it being "right" or "wrong". We're interested in your personal opinions. Keywords are enough. Thank you!

What's your name? *

Nicolas Rutschmann

How old are you? *

56

What is the name of your start-up? *

Nicolas Rutschmann Neue Medien & Film

In which area of the creative industries do you work? *

Filmproduktion, interaktive Medien, Animation

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Interview CCI_AVM_Seite_25.png

Info-view CCI/AVM 09.04.21, 16:28

How would you define the Culture and Creative Industries (CCI)? *

Für eine angemessene Definition reicht hier der Platz und meine Zeit nicht aus

How do you personally see the Culture and Creative Industries right now? What kind of assumptions do you have about it? *

Siehe oben

What are the biggest challenges for Culture and Creative Industries? For you personally and in general? *

Vorhandene Geldtöpfe verteidigen, Aufmerksamkeit verteidigen oder neu erkämpfen, an die Geldtöpfe herankommen

How do you tackle these challenges?

Ruhe bewahren

Advanced Manufacturing (AVM)

What do you know about Advanced Manufacturing (AVM)? How would you describe it and the people working there? *

Klassische (mechanische, biochemische) Produktionsprozesse, verbunden mit zunehmender Digitalisierung, insbesondere AI

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Info-view CCI/AVM 09.04.21, 16:28

Can you think of any sector of Advanced Manufacturing that is most appealing to you? *

Nur im weitesten Sinne: vollautomatisierte Herstellung von Medien aller Art - vielleicht

Would you like to learn more about AVM? *

Yes
 No

If yes, why? If not, why not? *

Weil es die Zukunft unserer Arbeit definiert

How could you benefit from a cooperation with AVM (personally and in terms of business)? *

Geld verdienen im Schlaf - die Maschinen erledigen alles für einen

What do you think, what kind of challenges could arise in such a cooperation? *

Techniker und Künstler zusammen bringen - das kann nicht gut gehen :-)

How could these challenges be tackled? *

Sowohl Cola als auch Wein auf den Besprechungstisch stellen

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Info-view CCI/AVM 09.04.21, 16:28

Have you already defined a need for you to get in touch with AVM? *

yes
 no

What kind of cooperation could you imagine between CCI and AVM (eg. workshops, brainstorming, study visits, a project together, etc.)? *

Yes, good idea - workshops, brainstorming, study visits, a project together

What do you think: What do representatives of AVM think about the Culture and Creative Industries? *

Erst mal Nase rümpfen

Your Experiences

Have you already had contact with an Advanced Manufacturer? *

yes
 no

If yes, what went well? What went wrong?

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If not, why not?
 Wozu auch? _____

Would you like to get in touch with an Advanced Manufacturer? *

yes
 no

If yes, for what purpose? What do you hope to get out of it? What would you like to offer?
 Um von ihm einen Auftrag zu erhalten _____

If no, why not? What might spark your interest? What would you need to get out of it?
 ? _____

Do you feel ready for a cooperation with an Advanced Manufacturer? If yes, what makes you so sure? If no, why not? *
 Man muss für alle Kooperationen offen sein _____

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Info-view CCI/AVM 09.04.21, 16:28

Do you think a specific training could enhance your capabilities for cooperation? If yes, in which areas? If no, why not? *
 egal _____

Would you have enough time to actively cooperate with an Advanced Manufacturer? *

yes
 no

Thank you for your participation!
 Please press "Send" to submit your replies

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Info-view CCI/AVM 09.04.21, 16:28

Interview CCI/AVM

For our EU-project COCO4CCI, we are doing interviews with creatives and start ups. The aim of COCO4CCI is to bring together creatives and advanced manufacturers and we would like to know what YOU think of advanced manufacturers and how you could imagine a cooperation between creatives and advanced manufacturers that would benefit you.

Please fill in your thoughts and don't worry about it being "right" or "wrong". We're interested in your personal opinions. Keywords are enough. Thank you!

What's your name? *
 Miles Müller _____

How old are you? *
 21 _____

What is the name of your start-up? *
 PappTeil _____

In which area of the creative industries do you work? *
 Product Design _____

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Interview CCI_AVM_Seite_31.png

Info-view CCI/AVM 09.04.21, 16:28

How would you define the Culture and Creative Industries (CCI)? *
 Industries that inspire people to reflect, rethink or inspire. _____

How do you personally see the Culture and Creative Industries right now? What kind of assumptions do you have about it? *
 I see it as a very influential industry and an industry that is more sustainable than most others. _____

What are the biggest challenges for Culture and Creative Industries? For you personally and in general? *
 I believe one of the biggest challenges is reaching target audiences at scale. _____

How do you tackle these challenges?

Advanced Manufacturing (AVM)

What do you know about Advanced Manufacturing (AVM)? How would you describe it and the people working there? *
 Advanced Manufacturing is able to individualize products to an extent, that hasn't been possible before. _____

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Info-view CCI/AVM 09.04.21, 16:28

Can you think of any sector of Advanced Manufacturing that is most appealing to you? *

Sustainable technologies

Would you like to learn more about AVM? *

Yes
 No

If yes, why? If not, why not? *

I'm an industrial engineer and generally interested in new technologies, that have the potential to manufacture significantly more sustainably.

How could you benefit from a cooperation with AVM (personally and in terms of business)? *

With my existing idea I don't see much potential, perhaps for future ideas.

What do you think, what kind of challenges could arise in such a cooperation? *

Finding the right cooperation partners for the right ideas.

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Info-view CCI/AVM 09.04.21, 16:28

How could these challenges be tackled? *

Finding advanced startups with a clear vision, in which Advanced Manufacturing plays an integral part of the idea?

Have you already defined a need for you to get in touch with AVM? *

yes
 no

What kind of cooperation could you imagine between CCI and AVM (eg. workshops, brainstorming, study visits, a project together, etc.)? *

Study visits

What do you think: What do representatives of AVM think about the Culture and Creative Industries? *

They make a clear distinction between their industry and the Culture and Creative industry.

Your Experiences

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Interview CCI_AVM_Seite_34.png

Info-view CCI/AVM 09.04.21, 16:28

Have you already had contact with an Advanced Manufacturer? *

yes
 no

If yes, what went well? What went wrong?

If not, why not?

Havent felt the need to.

Would you like to get in touch with an Advanced Manufacturer? *

yes
 no

If yes, for what purpose? What do you hope to get out of it? What would you like to offer?

Only for general curiosity, I can't see a particular purpose.

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Info-view CCI/AVM 09.04.21, 16:28

If no, why not? What might spark your interest? What would you need to get out of it?

Do you feel ready for a cooperation with an Advanced Manufacturer? If yes, what makes you so sure? If no, why not? *

No, since I don't have a vision at the moment that has the need for an advanced manufacturer

Do you think a specific training could enhance your capabilities for cooperation? If yes, in which areas? If no, why not? *

No, since I don't have a vision for a collaboration

Would you have enough time to actively cooperate with an Advanced Manufacturer? *

yes
 no

Thank you for your participation!

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