

COCO4CCI ACTION PLANS

Integrating COCO4CCI services in the regional business support infrastructure

Deliverable D.T4.1.3
COUNTRY: SLOVENIA

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Introduction

The purpose of this action plan is to exploit the outputs and experiences built up thanks to the Interreg COCO4CCI Project in order to define the sustainability of the project also at the end of the funded programme.

Therefore, the main tools, lessons learnt and outputs of the project and their transformation into a new service for enterprises will be presented. The format includes: value proposition; key partners; key activities; main costs; revenues streams; local and transnational network.

The service proposed as a new offer for cross-sectoral collaboration between manufacturing and CCIs is established in the context of open innovation. According to the results of the Osservatorio Digital Transformation Academy of the Politecnico di Milano, 33% of companies states they are consciously adopting open innovation for the management of digital, product and services innovation in their companies, while 24% of companies that have not yet consciously adopted it say they plan to do so. However, especially for SMEs, it is still difficult to understand the methods and structures to make these processes effective and efficient.

In this context the connection with Cultural and Creative Industries represents a great opportunity to structuring forms of innovation based on broader socio-economic considerations, by rethinking entire business models, or products, services and forms of communication in unexplored but extremely valuable ways.

As demonstrated by the COCO4CCI project, the CCI sector has enormous potential for change and innovation in society and businesses, but there are still many difficulties in establishing a real, continuous, and effective dialogue and collaboration with Italian manufacturing.

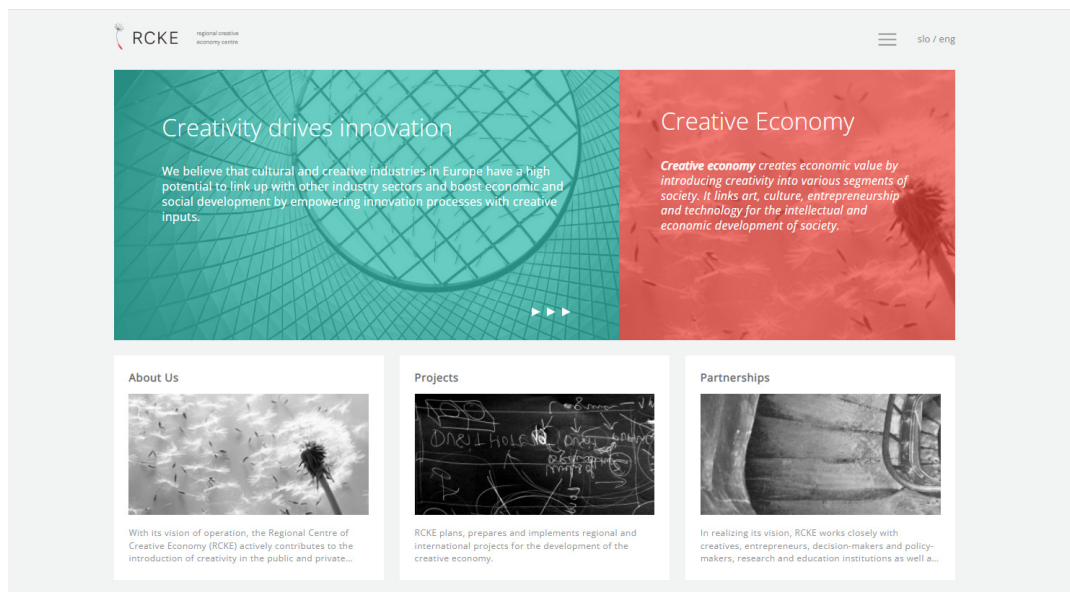
COCO4CCI explored and tested many methods and tools to make this collaboration sustainable over time in order to build more sustainable enterprises and societies.

The continuous collaboration and exchange between the partners from the countries involved in the project made this learning phase even richer and more effective. On this basis, therefore, the following action plan intends to enhance the future of cross-sector collaboration, offering a new service for manufacturing companies but also building new and solid ecosystem relationships between universities, business support organisations, professionals, companies and innovators.



With training courses, workshops, consultations, and other events, it motivates creatives, entrepreneurs, decision-makers, and policymakers, education and research institutions as well as non-government organizations, training them for their more effective and efficient (co)operation, thereby promoting the development of a creative, innovative and (internationally) competitive environment.

Through the setting up of complex value chains, the Centre participates in the development of products and services with high added value, which makes life better and more pleasant for the end-user.



RESULTS

Encouraged by COCO4CCI the tandem partners collaborated by bringing their separate networks, knowledge, and experience together to create a supportive ecosystem that would enable the cross-sectoral collaborations among CCIs and AVMS. Our work was focused on the challenge of bringing the best of two worlds together - the open mindset and innovative approaches of the cultural and creative industries (CCI) and the experiences and technology-driven power of advanced manufacturing industries (AVM). The process was focused on: 1) learning about each other, 2) challenging each other, 3) working with each other, and 4) working as one. This was done through active awareness-raising with the help of events, workshops, meetings, and study visits. The following activities have been set up:



1. Info day to present the COCO4CCI project and services offered for CCI and AVM as well as highlight the specific trends and topics: Service design, Circular economy, and Future design thinking.
2. Analysis (interviews) to assess the readiness level of CCI's and AVM's to cooperate and identify the needs and opportunities.
3. Specialised trainings and Three-dimension workshops focusing on mindset, technology, future trends (among the topic addressed: Speculative design, Cross-sectoral examples - changing the mindset, service innovation and circular design)
4. Virtual companies' tours sharing the technological capabilities of the specific companies.
5. Creative Mission: Open matchmaking. Several AVMs presented the challenge (in a pitch event) to a group of pre-selected CCIs. CCIs after one month of work pitched potential solutions. The AVM then choose who they want to collaborate with.
6. Individual Matchmaking: Matching one AVM with one CCI, based on the challenge of the AVM and field of expertise of the CCI.
7. Online material and training on the kreativniportal.gzs.si and www.rcke.si portals (focusing on awareness rising, matchmaking and providing latest trends).
8. Specialised workshops and match-making formats focussing on digital creative services.





HELLO, FUTURES!

A keynote lecture by **Phil Balagtas**

Title of the lecture:

Futures Design Thinking: Speculative Design, Strategic Foresight and other ways to respond to the future

10 September 2020,
6 PM (CEST)

Followed by a Q&A session
moderated by **Ivica Mitrović**

Objective

Today European industry is undergoing a huge change as a consequence of increasing global competition. Traditional industries are facing increasing competitive pressures. It is clear that the European economy can maintain its competitive edge only by developing new industries which give birth to new products, services, and processes. The emergence of new industries is much more than the renewal of traditional industries but is the creation of entirely new value chains across different industrial sectors. Creative industries are one of the sectors that can contribute to achieving these goals. The so-called “Internet of Things” and the anticipated “Fourth Industrial Revolution” or “Industry 4.0” offer huge opportunities for products and services from creative industries.

Therefore CCIS and RCKE (with its special position operating under the regional body of RRA LUR) would like to become regional coordinators, initiators, and co-creators, of cooperation between SMEs and CCI.

Through the activities defined in the action plan, CCIS and RCKE will design their future services, and make them sustainable beyond the project funding in order to continue the productive cooperation.

The 3 key objectives of this action plan are:



- ✓ ACTION 1: Awareness rising of benefits of cross-sectoral collaboration (through success stories of collaboration)
- ✓ ACTION 2: Support programs for matchmaking of CCIs and AVMs (adopting the successful matching model implemented in the project)
- ✓ ACTION 3: Capacity building to support the matchmaking activities (Dedicated educational activities: training, mentoring sessions, workshops, and events to support the matchmaking process.)

Inclusion of the key stakeholders from the innovation ecosystem is an important factor that would contribute to realizing these activities: especially focusing on the SMEs from the manufacturing industry sector and identifying innovative SMEs from different industry sectors on one side and CCI companies of different expertise and level of maturity on the other side, as well as the policy and decision-makers (representatives of different ministries and local governments) and BSO and creative support organizations (such as clusters, hubs, communities, and incubators).

The vision of the CCIS and RCKE tandem partners is to integrate the experiences, learnings, developed tools, and models into the services offered to the creative companies, hubs, and communities on the one side with the innovative SMEs on the other side to achieve successful results of cross-sectoral collaboration. Furthermore, the Regional development agency of the Ljubljana Urban Region has the ambition to integrate the cross-sectoral activities into the Regional innovation strategy 2030 (in preparation) in order to strengthen the innovation ecosystem by enabling the interconnections and in-depth cooperation.

Tina Pezdirc Nograšek (Project Manager at the Regional Creative Economy Centre): “If there is one thing that would be most relevant to emphasize is the spillover effects that well-developed creative industries have on other economic sectors. What we have aimed at is to link creative industries with advanced manufacturing, as creative industries are clearly experiencing a shortage of financing not to mention they often noted a lack of means of production. On the other hand, advanced manufacturing clearly lacks new ideas and approaches in production and positioning on the market



of the goods and services they provide. Therefore, a clear mutual interest could be argued.”

Grit Ackermann (Project Coordinator at the Chamber of Commerce and Industry of Slovenia): “COCO4CCI was very successful in bringing together creatives and technology-driven manufacturers. We want to continue this path in the future, as technology advancement and digitalization will require more creative skills to generate the innovations that change our world into better. I see a great potential also in bringing creatives together with other sectors, for instance tourism or agriculture.”

Actions

Today, 'added value' is one of the most frequently used terms in various fields of activity and social environments. In developed economies, Cultural and Creative Industries (CCI) are recognized as a sector that can substantially add value to the economy. The cross-sectoral collaboration contributes to the competitiveness of products and services. Especially design as a CCI's sub-sector and driver of innovation proves that the best design performers (companies that integrate design in their strategies and processes) increase their revenues and shareholder returns at nearly twice the rate of their industry counterparts.

Key activities will be applied by following 3 guidelines:

- ✓ Awareness Raising
- ✓ Matchmaking
- ✓ Capacity Building

These activities will be promoted and implemented by CCIS and RCKE.

- 1) Awareness Raising



ADDED VALUE OF CREATIVITY: Creative economy creates economic value by introducing creativity into various segments of society. It links art, culture, entrepreneurship, and technology for the intellectual and economic development of society. This principle presents the base for the cross-sectoral collaboration and is the value that is embedded in all the services that CCIS and RCKE offer to their target groups.

Creativity and cross-sectoral cooperation will be promoted and awareness-raising of its added value and capacity to enhance innovation will be highlighted at different events workshops, meetings, value chains, development processes, etc.



ADDED VALUE OF CREATIVITY

2) Matchmaking

CREATIVE MISSION: The improved model will be developed, based on two implemented processes in the framework of the project. The new model will adopt “what proved to work best in practice”. As the model were mainly tested in an online environment, we look forward to work with the companies in a face2face setting and expect improvements and better result. The main framework will follow the individual matchmaking, where the company with the challenge will be matched (in the facilitated process) with the creative company that has the experiences and knowledge in the specific field or has already worked on a similar challenge.



INDIVIDUAL MATCHMAKING: this is a program that will address the specific needs of the companies with the expert knowledge of the high-level professionals from the creative industries. CCIS as the BSO will be able to identify the companies from different sectors that are challenged by the current trends. RCKE as the creative support organization deeply integrated into the creative ecosystem will search for the specific expertise with the reference to the appropriate experiences. The process will be facilitated by CCIS and RCKE together following the creative tools and co-creative processes.

*Jure Miklavc (Studio Miklavc, from the successful collaboration with TIPS company):
“Design helps a research and development project to find the right focus. Another important point is that design humanizes the technology and makes solutions user-friendly.”*

3) Capacity Building

PONI START-UP PROGRAMME: will focus on providing the entrepreneurial skills that are often lacking to CCIs. The program promotes cross-sectoral collaboration and enables the development of business ideas.



Tina Pezdirc Nograšek (Project Manager at the Regional Creative Economy Centre): “The thing that is quite clear but often forgotten is that creativity is passion driven. This is the thing that most of the people that work in the field of creative industries have in common with artists. That is why we need to provide knowledge and skills that can be used in pushing forward individual entrepreneurship, we need to provide courses, and counselling on IPR rights, courses that deal with the entrepreneurial skills, we need to stimulate the internationalization and bring lectures and workshops on latest trends.”

SUMMER ACADEMY: The objective of this entrepreneurial summer program will be to promote ICT development and creativity as new drivers able to produce specific structural changes and arrangements in the European entrepreneurial base, to influence the future paths of social change, and innovation to a large extent and strengthen the cross-sectoral cooperation. There is an increasing emphasis in modern society on strengthening the use of ICT--based configurations and services and creativity as a means to accomplish the necessary changes, thus innovating.



STUDY VISITS: specific learning actions - study visits will be developed for different groups of stakeholders such as SMEs, policymakers, professionals from the creative sector, etc. The aim of the study visits will be to share and learn experiences, build and strengthen relationships and learn from the international environment. At the end of the study visits, participating representatives will hold a specific working session for the relevant regional stakeholders to spread knowledge and experience.



SPECIALISED EVENTS AND WORKSHOPS: These specialized hackathon nights will be organized once or twice a year and will focus on digital skills and creativity. Creatives active in digital field will solve challenges developed by larger enterprises, it will be a mix of training, match-making and talent scouting, to share knowhow, build and strengthen relationships and learn from each other.



Resources

CCIS is a known business support institution that will integrate the activities that arise from the COCO4CCI project into their innovation program which combines different modes and connected platforms such as Strategic Partnerships for Innovation, support services named Innovative Slovenia, Innovators Awards, etc. Inspired by the legacy of the COCO4CCI project the new and improved activities will focus on the cross-sectoral cooperation, lessons learned, and experiences shared at the international level. CCIS will combine two sources of to finance the new activities. One source is of course our regular income through the membership fee paid by the companies. Other sources include other EU-funding and for some services, a contribution will be collected from participants to cover costs related to the special event.

RCKE presents the regional engine of the cultural and creative sector by operating under the auspices of RRA LUR which is a regional public body. The activities will be integrated into the existing services provided by RCKE, but with the continuous efforts of strengthening the cross-sectoral cooperation.



Both CCIS and RCKE will operate in synergy to perform the role of intermediary between “two worlds” SMEs and CCIs. In addition, both organizations are very well embedded into the international environment, which presents the base for creating new synergies with similar programs that will also optimize the costs.

Regional and transnational context

RCKE supports the creative economy at the regional level and CCIS is the enabler of the business support environment in Slovenia, which creates a complementary environment for cross-sectoral cooperation when working together. Based on that both partners are strongly committed to set an example of the benefits that cross-sectoral collaboration brings.

Both organizations, CCIS and RCKE are operating in an international environment, having strong partnership networks at the EU level as well as the rest of the world. The modus operandi has been very much focused on strengthening international partnerships and building bridges by sharing knowledge and experiences. Numerous past and ongoing transnational projects show that both organizations are part of the wider ecosystem and cross innovation platforms.

Both organisation will continue to work with the partners from the COCO4CCI network. We discussed joint activities in the field of knowhow exchange, communication activities, and events (guest speakers, invitations, extending to transnational audiences). We will work further on improving the models for mutual client referral or joint serving of clients in need of expertise outside their region. And of course, we discussed possibilities to continue our work on new EU-funded projects. We expect also that COCO4CCI as a flagship initiative in the field of cross-sectoral collaboration will be invited to present our experiences outside our partnership. This will be an excellent opportunity to link the COCO4CCI network to other initiatives.