

# COCO4CCI ACTION PLANS

Integrating COCO4CCI services in the regional business support infrastructure in *SLOVAKIA*

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Prepared by: SBA, CIKE





## Introduction

*Will be provided for all action plans (about COCO4CCI, purpose of this action plan etc. - 1 page)*

## Status - short outline of the COCO4CCI results

### Short presentation of the tandem partners

**Creative Industry Košice (CIKE)** is a non-profit organization that deals with supporting and developing the cultural and creative industry (CCI). We increase the quality of life in the city by developing its creative potential. We seek out and support talented individuals, offer educational, networking, and job opportunities, and thus contribute to sustainable urban development. We believe that collaboration and decision-making, based on a creative approach, bring the best solutions.

CIKE, with a rich history in project management, has developed international cooperation, professionalization programs, education, mobility, and artistic residencies.

One of the areas of operation of the organization is also cross-sectoral cooperation. Creativity for Business programme was started in 2011 for companies and institutions in Košice, whose leaders were open to innovation. Artists, scientists, students, sociologists and experts in artificial intelligence can be the ones who help companies with gaining momentum.

**Slovak Business Agency (SBA)** is the oldest specialized non-profit organization for the support of SMEs in Slovakia. It is the unique platform of public and private sectors supporting the growth of Slovak SMEs for more than 25 years. Our National Business Centres are present in each region and serve as one-stop-shop providing comprehensive support and expert consultancy in form of group professional activities like seminars, workshops, etc., as well as short and long-term individual mentoring.

In Bratislava, SBA runs a business incubator & accelerator, a creative point (fablab) and carries out unique research activities related to the SME support and business environment. Moreover, SBA implements a start-up programme and offers financial services, microloans program and venture capital funds.

Thanks to the international project department, SBA keeps pace with new trends and developments in the field of innovation, circular and social economy, Industry 4.0 and last but not least cross-sectoral cooperation of AVMs and CCIs.

### Short presentation of the results



To meet the goals of the COCO4CCI project, the tandem partners chose the form of an open call. Eight AVMs from various business fields took part in the call (e.g. large automotive companies, AVMs engaged in steel production, and small companies that sell environmentally sustainable products). When formulating the assignment for CCIs, an external expert was involved in the process. The expert accompanied the chosen AVMs by identifying their challenges, managing expectations and assisting with the final challenge proposition. At the same time, Slovak tandem partners, CIKE and SBA, created an online matchmaking platform [coco4cci.solved.fi](http://coco4cci.solved.fi), which was used to communicate between CCIs and AVMs. More than 50 experts from both areas registered on the platform. In parallel, a separate advertising campaign was created in order to target best creative match for each Challenge. This form of advertising had proven to be the most effective, since it reached a wide creative audience.



The greatest attention of creative community was paid to the challenges connected to marketing campaigns, awareness-raising campaigns and product design. As part of the pilot program, Slovak tandem partners managed to establish the following five collaborations.



**Faurecia Automotive Slovakia** was looking for a solution to reuse large surplus of high-quality waste leather, which is generated by creating premium car interiors. The challenge owner requested a solution that won't hamper smooth production processes and will be ideally outsourced. A creative partner, **WAKIVAKY j. s. a.**, has proposed as a solution the production of seat bags, which would be 100% made from waste leather.



**EKOSERVIS SLOVENSKO s.r.o.** was looking for a unique selling proposition for a wastewater recovery system. In cooperation with a representative of creative industry, **Milan Ferencik**, a marketing campaign was developed.

Two companies chose a very similar challenge to find an effective marketing campaign for their products. The first one, **Peelo**, is a brand of unbound s. r. o. company and offers reusable food packaging. The

second one, **Chistee**, is a brand belonging to Local Market s.r.o. company, which offers ecological cleaning products.

**Business Lease Slovakia s.r.o.** offers mobility solutions to its customers. The company is solving a problem with hundreds of used tires looking for reuse. The company's goal was to create a product solution or marketplace to give a second life to used tires. The winning solution offered both options.

In total, eight AVMs companies joined the call. Five companies established cooperation, one company chose a solution but did not establish collaboration, and two AVMs resigned due to lack of own resources. We managed to organize Info days for 122 participants, workshops in three dimensions for 119 participants, also Guided company visits for 28 participants.



## Objective

### Stakeholders/key partners and target groups in our region

Our regional key stakeholders or key partners are primarily **CCI representatives** and **business sector actors in the field of advanced manufacturing**.

Both within the project duration and after its end various **business support organizations, CCI hubs, clusters and associations** operating either on local, regional or national level belong also to key target groups and ensure sustainability and access to primary target groups - CCI and AVMs.

**Policy makers, local public authorities** (such as City of Košice) and our current **advisory board member**, Ministry of Culture of the Slovak Republic, are of strategic importance since their legislative and decisive powers can influence systemic support for the future of collaboration between CCI and AVMs in the long run.

**Academy** (such as Slovak Academy of Sciences), **universities and research organizations** proved to be essential partners when high-level collaborations bringing cutting edge innovations are being established.



*“Nowadays, human creative potential and culture, including the cultural and creative industries (CCIs), as unique inexhaustible resources, are one of the basic pillars for creating a competitive advantage and recognizable character of a given area. The uniqueness of CCIs lies in its ability to connect art, culture, business and technology. Many experts and international policymakers confirm the role of culture and CCIs as the fourth pillar of sustainable development, together with their original three dimensions (economic growth, social inclusion and environmental balance). For the sustainable development of cities, regions and the state itself, it is therefore necessary to provide targeted support to enable better connections between CCIs and other sectors of the economy and thus create acceptable conditions for the effective development of its entire ecosystem. That is why, it is important to implement project such as COCO4CCI or CREADIS3 within Interreg Europe, that allows its participants to share information about specific topics internationally and gain new*

*know-how, to better create their own policies and provide up-to-date solutions for particular areas.”*

**Mrg. Dária Hamajová** | Head of Department | Department of Creativity and Education | Creative industry section | The Ministry of Culture of the Slovak Republic

## Actions



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## Action plan and sustainability of the project after the piloting

Sustainability is a matter of support, both financial and demanding expertise. Role of the umbrella organizations is indisputable.

Thus, both partners of the COCO4CCI project in Slovakia decided to incorporate an action plan and further mainstreaming of the project into the curriculum of the planned national strategic plan under the topic Circular Economy for the coming years 2023-2029.

Our aim is to implement best practices and knowledge gathered during the COCO4CCI project lifetime into the easy-to-understand online platform. This will serve as a single point of contact for AVMs, CCIs and external experts - project managers if you will. On one place, all important information will be available with the administration (curation) of SBA / CIKE to:

- Present challenges and awards in structured and understandable manner;
- Open calls for experts on both sides, AVM and CCI;
- Open calls for project managers and facilitators;
- Open application process for receiving financial support and grants (SBA - 2x year national competition for the creative vouchers, expert advisory programme, microloans, etc.);
- Make available online communication tools;
- Offer online already developed tools during the COCO4CCI piloting process and workshops for education purposes;
- Provide dedicated mentoring sessions and workshops under the umbrella of SBA / CIKE;

This initiative has been formulated and submitted for the evaluation of competent Ministries and other national and EU-authorities with the expected time frame and cost structure. We expect a final decision in the course of 2022, the implementation period should start in 2023.

## Value proposition

- Single dedicated platform - all in one place;
- Effective communication - decision makers by hand;
- Moderated discussion by facilitators;
- Experts database for scaling up purposes;
- Financial subvention schemes and open calls;
- Best practices and motivated partners / future collaborators;
- Building communities;

## Key activities

- Developments of such a platform;
- Preparation of tools;
- Engagement of key stakeholders;
- Promotion of financial grants and subvention schemes;
- Facilitation and administration of the platform;
- Networking events organization;



## Target groups

### Primary

- independent and small CCI ( sole traders )
- AVM companies operating in Slovakia and V4 countries;

### Secondary

- SBA / CIKE / Slovak Innovation and Energy Agency (SIEA);
- Ministries, local policy makers;
- clusters, communities and accelerators;

Word of mouth approach worked well in the piloting phase. Thus, we rely on it during the mainstreaming phase as well. From this point, when early adopters are onboarded and the momentum is gained, we will accelerate the attraction of larger audiences using verified social media channels. Clusters, communities and accelerators might be a great source of leads as well. Presentation of best practices is the best promotional tool we might possess.



*"Working with František was smooth and pleasant because of the same language since we both studied design. In my company, working with creative minds is a must, because our job is to transform creative ideas mostly of designers into functional prototypes or products thanks to our additive technology. CCIs and AVMs have a lot in common and synergies might emerge when the joint language and proper facilitation are in place."*

Matej Korytár | CEO | Rapidnext, s.r.o.

## Resources

### Slovak Innovation and Energy Agency

Clusters and cluster policies, one of the great potential resources of COCO4CCI mainstreaming, is under the provision of SIEA ([Slovenská inovačná a energetická agentúra](#)). Nonetheless SIEA developed a similar tool for embracing the CCI industry in Slovakia and gained priceless experiences they already shared with us. Thus, they understand the needs, barriers on the market and may be of a great help with the implementation using also their business infrastructure.

### Slovak Business Agency



Slovak Business Agency, as a business support organization with more than 25 years of experience helping SMEs to grow their businesses, provides services, large databases of experts and infrastructure, also financial grants as well as schemes to subvent open calls to foster AVM and CCI collaboration.

### Creative Industry Košice

Cross-sectoral cooperation is the result of the intersection of art and common areas of business. Companies and artists work together to find solutions to problems that require a new perspective. The goal is that the innovation is created as a result of cooperation between the two sectors (co-creation), by involving the contracting authority itself in creating the final solution. Cross-sectoral projects have been implemented in [healthcare](#), manufacturing, tourism, gastronomy, and the [hotel industry](#).

### **What are important costs for delivering the services?**

- Initial costs related to the development of the platform;
- Running / operation costs;
  - facilitators
  - national coordinator(s)
  - marketing and PR
- Grants;
  - open calls
  - workshops
  - hackathons

### **What are the revenue streams?**

#### Slovak Business Agency

From the character of SBA as a Non-profit organization and Interest Association of Legal Entities where one of the founding members is the Ministry of Economy of the Slovak Republic, each and every service is provided free of charge to our clients, namely SMEs and potential entrepreneurs. The agency is financed by the state budget, EU resources and is not allowed to do business.

#### Creative industry Košice

CIKE is a Non-profit organization financed from several sources (the City of Košice, project activities, own revenues).

### **How will you finance the provision of the services?**

#### Slovak Business Agency

- New Operational Program Slovakia (2021-2027), Policy Objective 1 (A more competitive and smarter Europe) under which new national project oriented on the support of SMEs





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for a greener, low-carbon transitioning towards a net zero carbon and resilient Europe was submitted on behalf of SBA (implementation period 2023 - 2029)

- activities interrelated with the mainstreaming of COCO4CCI activities as mentioned above was part of this document too

### Creative Industry Košice

CIKE, in cooperation with the City of Košice, created the Cultural Plan - Strategy of Culture and Residential Industries of the City of Košice for the years 2021-2027. One of the priorities of the plan is also cross-sectoral cooperation. The program includes a proposal for cross-sectoral cooperation measures, a timetable for implementation and responsibilities. Funding of these activities will be multi-sourced (City of Košice, subsidies and grants, own resources, partners).

## **Regional and transnational context**

### Slovak Business Agency

SBA offers the majority of its services to SMEs and potential entrepreneurs on a national level. Above that, it also provides its clients with services like international internships or participation in international events connected to their business outreach and presentation outside national borders.

As a network member to European Enterprise Network (EEN), SBA provides advice for international growth, support for business innovation as well as support in finding business and technology partners abroad.

As for now, SBA is not involved in the consortium formation of another international project as a follow-up of COCO4CCI. SBA thanks to its international project department is keen to be part of such a further project to ensure the continuation of COCO4CCI achievements on the national and transnational levels.

### Creative Industry Košice

CIKE is a member of several associations and clusters (European Creative Business Network, Network for Innovation Culture and Creativity in Europe, AmCham Slovakia, Creative Cities Network, Košice Regional Chamber - SOPK, etc.). Within these partnerships, we establish cooperation and connect activities outside the region and at the international level.