

DELIVERABLE D.T2.2.4

ONLINE OFFER FOR CCI AND AVM

Version 1
3 2020





1. About the online offer for CCI and AVM

An important part of the COCO4CCI project is to build a regional COCO4CCI online presence for CCI and AVM. Both partners in each region/country are together responsible for the implementation. There is no need to create a new website! Best solution is to use existing websites or platform of the partner organisations, which have already a good number of users from our target groups. It is important to create an interlinked, concerted and coordinated offer for AVMs and CCIs, which is fully integrated into your organisations (online) service offer.

AIM of these regional COCO4CCI websites is to

- Get CCI interested in collaborating with AVM
- Get AVM interested in collaborating with CCI
- Provide facts about AVM and the opportunities and benefits of collaboration to CCI
- Provide information and facts about CCIs potential to AVM
- Provide practical knowledge and insights into different areas and trends in AVM (best practices, case studies, tutorials, training materials, articles, ...)
- Provide information and opportunities for collaboration

It is up to you, how to organise the information, tools and materials on your regional COCO4CCI websites. Please keep in mind that we have the following contents to cover

- General information about the project
- Materials for awareness raising (the whole brainer brochure, the quiz and the flowchart)
- Best practices, use cases
- Project news and events
- Training materials - this section will be the largest with several sub sections
- Collaboration / match-making opportunities

The following deliverables contribute to building the regional COCO4CCI online presence:

WP T2

- Awareness raising tools: online offer (D.T2.2.4)



- Training programme: online offer with specialised knowledge and insights into different AVM sectors (D.T2.3.3)
- Collaboration tools: include a match-making option into COCO4CCI websites (D.T2.4.1)

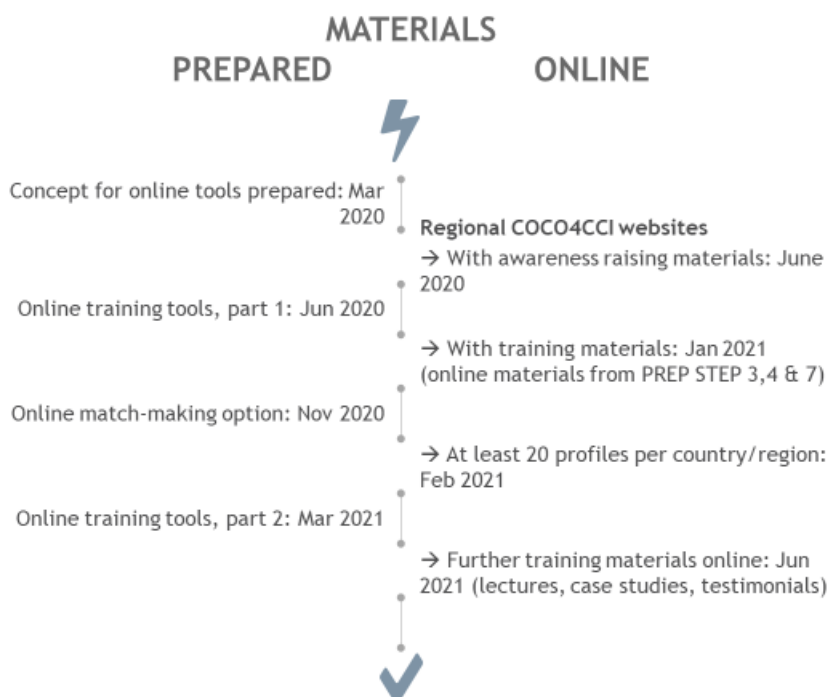
WP T3

- Online Training materials - part 1 (D.T3.2.2)
- Online Training materials - part 2 follow up (D.T3.2.4)

The regional COCO4CCI online presence need to be closely linked with the communication activities! Please respect the visual guidelines of the Interreg Central Europe programme. Please integrate the visual identity of our project as much as possible into your regional COCO4CCI websites. Please link your regional COCO4CCI websites to our transnational page: <https://www.interreg-central.eu/Content.Node/COCO4CCI.html>

Really important: please track visit to the website for documentation purposes.

We will build up the online offer throughout the project as follows:





2. Awareness raising tools

In the following section, we provide information and materials to get started with the online offer and raise awareness among CCIs and AVMs.

The initial online offer can include:

- Infos about the project - what is in it for you!
- Whole- brainer brochure
- Flowcharts: Can you imagine working with AVM? Do you have challenges for which you would need fresh and creative ideas?
- Need inspiration? See our good practices
- Quiz using the 20 facts about AVM & 20 facts about CCI

Other project documents can be added, if you consider them relevant for your target group.

Infos about the project - what is in it for you!

You can use the following materials or sources:

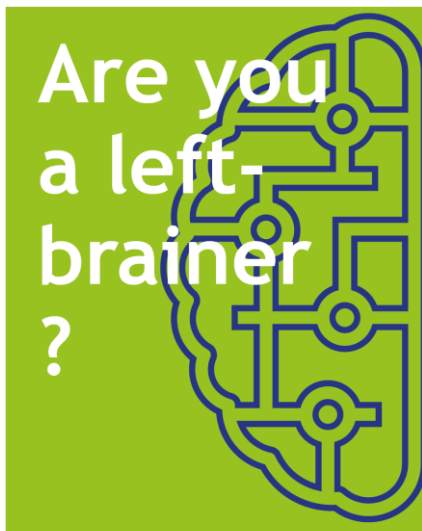
- Project website: <https://www.interreg-central.eu/Content.Node/COCO4CCI.html>
(dont forget to link your regional COCO4CCI websites to our transnational page)
- Project leaflet

Or just write your own text 😊

Please do not forget to present your team.

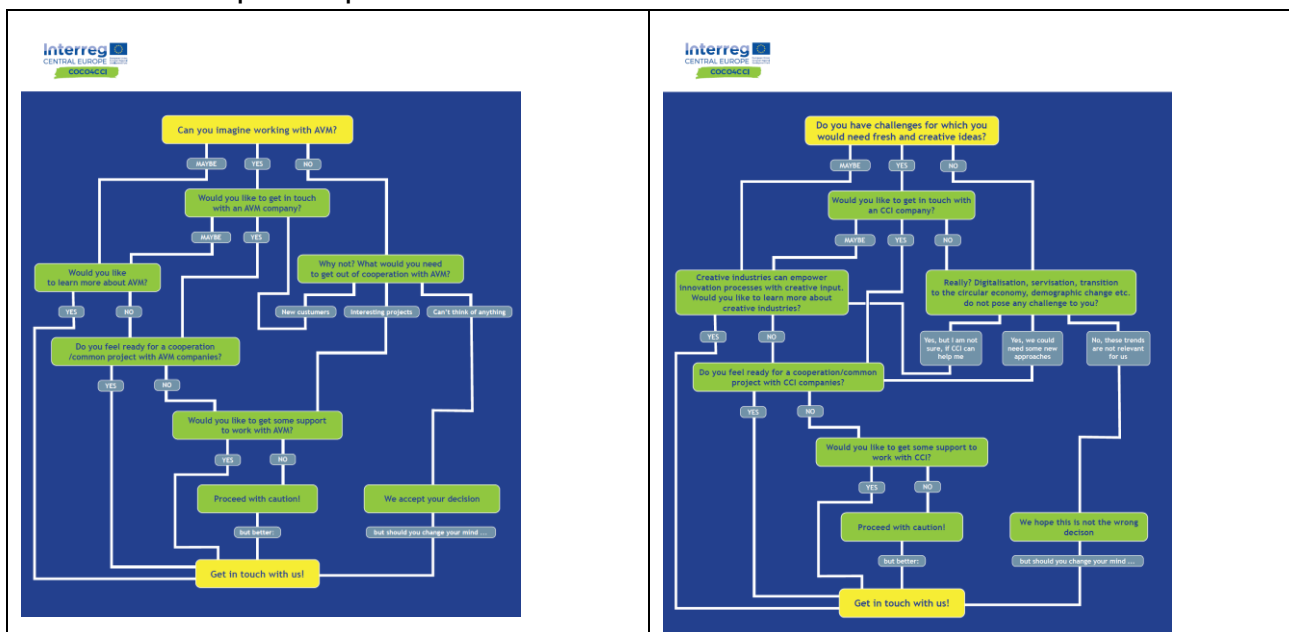
Whole- brainer brochure

The whole-brainer brochure is an excellent tool and should be available on your websites.



Flowcharts: Can you imagine working with AVM? Do you have challenges for which you would need fresh and creative ideas?

The flowcharts are an option for the websites, raising awareness and getting interest for our activities. It is a fun-test for readiness level to cooperate either with AVM or CCI. Feel free to adapt the questions.



Need inspiration? See our good practices and use cases



Present as much good practices and use cases as you wish. We will enlarge our offer on good practices and use cases throughout the project. They are also excellent for communication via social media.

You could provide a mix of regional/national or international examples.

<p style="text-align: center;">BEST PRACTICE EXAMPLE</p> <p style="text-align: center;">Frank the Steelmaker</p> <p style="text-align: center;"><i>Follow the steel production processes with "Hutník Fero" (Frank the Steelmaker)</i></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  Art and game design </div> <div style="text-align: center;">  Steel production </div> </div> <p style="text-align: center;">Košice Slovakia</p>  <p>Challenge</p> <p>The goal of the Creativity for Business program was to make it possible for artists to create something in the actual working environment of well-established companies.</p> <div style="display: flex; justify-content: space-between; align-items: center;">  <p>CREATIVITY DRIVES INNOVATION</p>  </div>	<p style="text-align: center;">BEST PRACTICE EXAMPLE</p> <p style="text-align: center;">Experiment with new Materials for Better User Experience and Sustainability</p> <p style="text-align: center;"><i>Startup IT company Eggos are bringing their first product to the market</i></p> <p>Challenge</p> <p>Fiscal POS cash register required by some European states tax authorities. It should combine everything that is needed for independent and simple use without the necessity of previous computer knowledge, and thus ease the burden of small businesses and craftspeople in the transition from classic paper bookkeeping to a digital cash register.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  IT services, strategic design, design thinking, material innovation </div> <div style="text-align: center;">  Software developer and fiscal POS cash register producer </div> </div> <p style="text-align: center;">Celje Slovenia</p> <p>Result</p> <p>Strategic design thinking results in coherent identity and product for specific focused user group. Because the cash registers are used in demanding environments (markets, workshops, bars, and street stands), special attention was paid to the robust quality and long life of the product. The designers also made an innovative sustainable choice of material - WPC (injected wood) doesn't require any care and can be recycled. This is an absolute innovation in this field.</p> <p>The cash register is also equipped with a special silver handle that enables the user to hold the register in one hand while leaving the other free. It can be also attached to the belt of the user or on to the wall.</p> <p>Project business benefits were greater recognition on the market and the project opened new business opportunities for a young company.</p>   <div style="display: flex; justify-content: space-between; align-items: center;">  <p>CREATIVITY DRIVES INNOVATION</p>  </div>
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Facts about AVM & facts about CCI Quiz using

The facts, especially when they come as a fun quiz, is an excellent way to overcome some stereotypes and knowledge gaps about AVM and CCI. Tell the CCIs something about AVM in your region. Tell the AVM about the potential of CCI. The facts can be used in various ways, as extra information in articles or newsletters, in news on social media, when you meet people and do presentations, ... and of course as the amazing COCO4CCI quiz designed by HdM (<https://startupcenter-stuttgart.de/the-amazing-coco4cci-quiz-on-cci/>). The facts about CCI and AVM combine facts at EU level and regional / national facts from each of the partner regions and countries.

Hints and inspirations for creating the online quiz:

- pay attention to a good balance between regional and national facts
- create a good balance between hard and fun facts. This can be enhanced by the right use of images and gifs
- always include a link to the source of information (even better if it is a COCO4CCI-related link!)



- always give some background information (brief summary) on the right answer
- a 20 question quiz could be exhausting. 10 -12 questions are just perfect
- you can/should still create a quiz with a pool of 20 (or more) questions, but try to find a tool/plugin that allows rotation and random order displaying only 10-12 questions per game
- choose a mobile/touch friendly tool, such as <https://de.wordpress.org/plugins/hd-quiz/>

3. Training tools

The next step in building the online presence will be the training tools. You could plan already now this section and

- provide some information or facts, e.g. from the factsheets and trends and on technology development
- promote our training & collaboration programme

What COCO4CCI offers:

- learn what challenges face AVMs in your region;
- receive practical knowledge about the prep steps to transform a project or idea into a successful business collaboration with AVM (key partners, customer segments, value proposition, key resources, cost structure, revenue streams etc.)
- present your solutions during solution pitch events with AVMs;
- receive the support from trainers and experts on mindset, technology and trend in AVM;
- meet and connect with right and left brainers, creating a network of wholebrainers and taking advantage of opportunities in CCI and AVM