

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE1388 COCO4CCI - Culture and Creative Industries COOPERATION COLLIDER
Lead partner	Chamber of Commerce and Industry of Slovenia
Output number and title	O.T1.1 Roadmap for linking CCI to Advanced Manufacturing (AVM)
Responsible partner (PP name and number)	PP8 Ca' Foscari University of Venice
Project website	https://www.interreg-central.eu/Content.Node/COCO4CCI.html
Delivery date	11.2020

Summary description of the strategy/action plan (developed and/or implemented)

As a final output of the first working package of COCO4CCI project, the Roadmap summarises conclusions of the transnational mapping realized in each partner region involved in the project, and translates them into measures for the development of a CCI cooperation collider network to achieve cross-linking of CCI to AVM.

CCI represents an extensive economic asset and is a valuable source of creativity and innovation in linking up with technology-oriented industry sectors (AVM). Nevertheless, CCI also faces common challenges in the context of exponential acceleration of socio-economic change in Central Europe, which the global Pandemic of 2020 certainly exacerbated.

Within the activities of the project, this road map represents the backbone of the action plan to be implemented and offers preparatory knowledge to undertake the operational actions of the cooperation between CCI and AVM. The road map derives from a careful and detailed analysis of the current status of CCI, reporting its changing definition, economic indicators, meanings, challenges faced and opportunities. The understanding of the CCI state of the art, trends and assets allows the partner to take a more conscious and objective look at the steps to be taken for its development and growth within a cooperation collider network.

The roadmap is the result of the following activities:

1. The capitalization of existing mappings about CCI within the 6 project partners countries (performed at national and transnational levels).
2. Based on the existing mappings, preparation of a mapping strategy as a guideline to implement the CCI mapping in the partners' regions.

3. Implementation of the mapping activity with desk research and interviews with CCI stakeholders, by following a quadruple helix approach, identification of strengths and opportunities of CCI in the regions to establish sustainable linkages with AVM.
4. Data analysis: quantitative data collection, the codification of the CCI sector, coding of 55 qualitative interviews.
5. Editing of the six (6) regional local reports.
6. Editing of the “Transnational mapping report - positioning of the regions in central Europe” reporting the transnational useful information about CCI trends, challenges and opportunities.

The roadmap transforms the acquisitions of knowledge made possible through the cited activities in the three-legged infrastructure for linking CCI to AVM as an action plan:

1. Aligning interest
2. Design, communication and servitization as the open window
3. Technology as the open door

The last section of the roadmap shows an overview of the measurable impact available at the moment caused by Covid-19 global pandemic, trying to imagine the new crisis scenarios, but also possible opportunities created by this unexpected condition.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Country (NUTS 0) SI; Region (NUTS 2) SI02, Zahodna Slovenija
Country (NUTS 0) AT, Region (NUTS 2) AT31, Oberösterreich
Country (NUTS 0) SK, Region (NUTS 2) SK04, Východné Slovensko,
Country (NUTS 0) SK, Region (NUTS 2) SK01, Bratislavský kraj
Country (NUTS 0) DE, Region (NUTS 2) DE11, Stuttgart
Country (NUTS 0) IT, Region (NUTS 2) ITH3, Veneto
Country (NUTS 0) PL, Region (NUTS 2) PL42, Zachodniopomorskie

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

As summary of the six regional mappings of CCI and potential for cooperation with AVM, the Roadmap offers operational indication for the six partners territories within a transnational approach. The document offers useful information for CCI stakeholders about main trends and assets, as economic indicators, new definitions, skills and competences, digitalization and sustainability trends.

It offers also four in-depth operational suggestions about the cooperation process, specifically:

- a 4-steps path on how to overcome the resistance and preconceptions existing between the cultural and creative world and the manufacturing world.
- Detailed information and pros about the areas of collaboration between CCI and AVM already active in the market and reach of good practices and positive impacts, such as: the product design area; the communication and story-telling area; the innovative area of servitization
- Insights on the most unexplored area of the new digital technology’s application and their potential for real innovative processes of the collaboration and the creation of new business models

- A section on Covid-19 impacts on CCI sectors, main policies to tackle the crisis implemented or programmed for sustain CCI and scenarios for the next future.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The road map is structured on the basis of quantitative and qualitative information collected in WP1 in all the territories involved in the project. Università Ca' Foscari Venezia re-elaborated this information and developed an analysis that collected first the differences and above all, the transversal elements within the different contexts with the aim of a greater usability of the conclusions reached by the largest number of stakeholders. Specifically, the strategies proposed within the road map aims at “inspiring” policy makers, experts, companies, networks and innovation centres involved in collaboration processes with CCI.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

The analysis reveals interesting patterns of innovation and cooperation from regional CCI. For instance, while CCI partners' regions demonstrated index of growth and resilience, the challenges they are facing in terms of digital revolution and acceleration of competitiveness are also worthy of attention. The Covid-19 pandemic explodes in this context with a series of new urgent issues that involve the rethinking of the entire CCI sector and also its cooperation with the advanced manufacturing world, making it even more an area of possible value for growth and overcoming the crisis. Certainly it is necessary to identify concrete, easily communicable and achievable goals for the companies involved in the cooperation in order to demonstrate the tangible value offered in a time when the priorities are many and often inherent to the very survival of the companies.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

D.T.1.3.2 Road map for linking CCI to AVM