TEMPLATE

Output factsheet: Toolset for awareness raising   Version 1

Project index number and acronym	CE1388 COCO4CCI
Lead partner	Chamber of Commerce and Industry of Slovenia
Output number and title	T2.1 Toolset for awareness raising among CCI for opportunities to work with Advanced Manufacturing (AVM)
Responsible partner (PP name and number)	PP4 Creative Industry Košice
Project website	https://www.interreg-central.eu/Content.Node/COCO4CCI.html
Delivery date	March 2020

Summary description of the key features of the tool (developed and/or implemented)

The aim of this toolset is to raise awareness among CCI for opportunities to work with AVM, with focus on technology, future trends & mindset in AVM. It contains Best practices, a Brochure, Checklists for identification of CCI and AVM companies with potential for cooperation and an Online information for CCI and AVM.

COCO4CCI project partners provided 21 examples of best practice from their countries. The consortium has focused on examples of cross-sectorial cooperation which can be interesting for the target groups – CCI and AVM. Best practices will be translated (if needed) and printed as one-pagers, together used as a Collection of Best practices alongside the Brochure or separately whenever it will be useful during the project realization.

In the Brochure the consortium established "the whole brainer" concept. It describes how the skills of the left-brainers (AVM) and right-brainers (CCI) could become a "whole brain" to develop something new. The brochure contains explanation of both sectors and their strengths; a vocabulary with words you should know before you collaborate; information about the COCO4CCI project; 4 easy steps to get in touch with – Forming, Storming, Norming, Performing and a call to action to join COCO4CCI – contacts on local support (COCO4CCI partners).

Checklist for identification of CCI and AVM companies with potential for cooperation is divided into Interview template for CCI and Interview template for AVM. The consortium decided to transform the checklists into more accessible format and created two flowcharts. Acquired information contain relationship between CCI and AVM, experiences and wishes for the future & readiness.

An important part of the COCO4CCI project is to build a regional COCO4CCI online presence for CCI and AVM. Aim of the regional COCO4CCI websites is to 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 and provide information and opportunities for collaboration. Online information for CCI and AVM contains fact sheets and flow charts on both AVM and CCI.

NUTS region(s) where the tool has been developed and/or implemented (relevant NUTS level)

NUTS 0 – SI, AT, SK, DE, IT, PL

Expected impact and benefits of the tool for the concerned territories and target groups

Expected impact of the awareness-raising tools is to bridge the sectors by:
- engaging the attention of the CCI sector and raise the awareness about cross-sectorial cooperation
- understanding the culture, trends, values and processes (both sides)
- understanding the technology, future trends and mindset of the AVM sector
- learning how to communicate with each other
- engaging both sides in stimulating conversations that prompt inspiring and innovative outcomes
- putting aside boundaries

Toolset of awareness-raising tools will help COCO4CCI project partners to engage the attention of CCI an AVM in their countries and to involve them into the project as participants of the trainings and match-making activities.

Sustainability of the tool and its transferability to other territories and stakeholders

Toolset of awareness-raising tools is available on the COCO4CCI project website in English language. Project partners are working on their regional (tandem) websites, where all the tools will be available too – in their national language. Within the COCO4CCI project, in three transnational training sessions the project partners (two persons per PP) will be trained as cooperation facilitators and tools will be transferred outside the partnership.

Lessons learned from the development/implementation process of the tool and added value of transnational cooperation

COCO4CCI project partners were divided into international multidisciplinary teams to work on each tool.

In order to create the toolset that meet the real needs of CCI and AVM, the consortium has decided on using design thinking techniques based on interviews assessing the needs, challenges, views and readiness of CCI and AVM regarding a future collider concept.

Design Thinking is a systematic, human-centered approach to solving complex problems. Unlike traditional scientific and engineering approaches, which address a task from the view of technical solvability, user needs and requirements are central to the process. Continuous feedback between the developer(s) and the target users is crucial, so that the future users can test and help improve the solutions before their implementation.

The multidisciplinary (BSO/University) international tool box developer teams are taking 3 main steps:
- Empathy interviews among CCI and AVM
- Ideation/creation of tool concepts
- Prototyping and piloting of tools

The consortium identify that also a deliverable D.T3.1.4 Info day for CCI and for AVM contributes to awareness-raising, so we started to work on a concept of it in the context of this toolset.

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

D.T2.1.1 Methodology and workplan for the development of the tool box and the training
D.T2.1.2 Reporton tools of best and bad practices
D.T2.2.1 Concept for awareness raising tools for CCI
D.T2.2.2 Brochure to encourage
D.T2.2.3 Checklist for identification of CCI and AVM cooperation
D.T2.2.4 Online information for CCI and AVM
https://www.interreg-central.eu/Content.Node/COCO4CCI.html