

Output factsheet: Tools

Version 1

Project index number and acronym	CE1324 CerDee
Lead partner	Porzellanikon - Staatliches Museum für Porzellan in Hohenberg a. d. Eger / Selb
Output number and title	O.T1.1 Comprehensive transnational, publicly accessible visualized assessment report that maps ceramic CCI
Responsible partner (PP name and number)	7 - Západočeská univerzita v Plzni
Project website	https://www.interreg-central.eu/Content.Node/CerDee.html
Delivery date	31. 08. 2020

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

Comprehensive transnational, publicly accessible visualized assessment report maps stakeholders in the field of ceramic in Central Europe with a focus on countries and selected regions of partners in the CerDee project. It consists of two main parts. One of them is the visualized stakeholder database which is divided according to countries and types of stakeholders' groups. It focuses on private subjects in the ceramic field. The database is designed as extendable and it will be updated regularly. The project partners will add any relevant subject to the database upon its request. The visualized database is accessible at <https://www.ceramicsineurope.eu/map/>, where the key outputs of the CerDee project will be published. The second main part is the visualized interactive report from our survey that was conducted in 6 EU countries (Czechia, Italy, Germany, Poland, Austria, Slovenia) with more than 330 subjects. These subjects were individual entrepreneurs, small and medium-sized enterprises, students, educational and cultural institutions, as well as the public sector. The reports show the current status of the ceramic industry with special regard to CCIs and their needs. The survey is presented within three interactive reports. The first one describes the situation of the industry from the point of view of the private sector - entrepreneurs, small and medium businesses. The next report shows the industry from the view of ceramics students in all countries. The last report compares a subset of the survey answers among individual sectors - SMEs, students, educational, cultural, and public sector.

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

The Tool was developed by the University of West Bohemia and Technische Universität Ilmenau, but the stakeholder database covers and the survey covered regions of all participating partners. The focus of the database and survey was in below presented NUTS2 regions.

GERMANY (DE) -- Oberfranken (DE24), Thüringen (DEG0)

CZECH REPUBLIC (CZ) - Jihozápad (CZ03), Severozápad (CZ04)

SLOVENIA (SI) - Zahodna Slovenija (SI02)

POLAND (PL) - Dolnośląskie (PL51)

AUSTRIA (AT) - Niederösterreich (AT12)

ITALY (IT) - Emilia-Romagna (ITH5)

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

The potential target groups for the Tool are local and regional public authorities, interest groups including NGOs, higher education and research institutions, education and training centers and schools, SMEs, or business support organizations. The Tool will help them with the set-up and development of strategies and strategical tools not only for the ceramic industry. The presented needs of surveyed subjects also show a possible focus on education and training. It gives an overview of the subject of the current situation and also future plans. The stakeholder database will help with finding partners for co-operations and for gaining “visibility” of each subject. The partners of the project will realize regional meetings/workshops to present the results and the Tool in general. The Tool might be a supportive base for the decision-making of the target groups.

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

The Tool incl. the interactive database (map) will be regularly updated by the partners within the project period. The results will be forwarded in an appropriate way to the local and regional authorities and other target groups in participating regions.

The aim of the Lead partner with the main output webpage - <https://www.ceramicsineurope.eu/> - is a long-term platform for CCIs and other stakeholders from the ceramic industry.

Presentation of outputs of other surveys, enrichment of stakeholder database is possible without any great effort and it is planned to be done, in order to provide actual information at any time.

One part of the output is also the survey methodology. That allows transferability to other regions and even to other industries.

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

The lessons learned might be relevant to all internationally run surveys and tools developed by more than one subject. Crucial is to set-up a clear definition of objectives, clear methodology, clear division of roles, and realistic time settings. Be aware of having enough time for discussion rounds, data gathering, and data analysis (esp. translating answers). Besides, different legal frameworks, definitions of stakeholders are one of the challenges. Once overcome the output has great value-added, because transnational databases, approaches involving more regions are still rather rare. The transnational cooperation opens eyes, helps to think differently (out of the “regional/national” box) without borders, but still respecting them. The comparisons and different approaches in different countries/regions help to understand local situations and also bring possible inspirations and also help to lower some risk factors.

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

CerDee webpage - <https://www.interreg-central.eu/Content.Node/CerDee.html>
Output webpage - <https://www.ceramicsineurope.eu/>, <https://www.ceramicsineurope.eu/stakeholder-reports/>
University of West Bohemia output webpage (survey results and interactive reports) - <https://cerdee.zcu.cz>,
<https://cerdee.zcu.cz/statusquo>