

Output factsheet: Trainings

Version 1

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| 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.T3.3. Transnational business-angel concept |
| Responsible partner (PP name and number) | Zavod za turizem in kulturo Kranj - PP8 |
| Project website | https://www.interreg-central.eu/Content.Node/CerDee.html |
| Delivery date | 6.2021 |

Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

The Transnational business - angel concept for CerDee project (Deliverable D.T3.4.1) has been developed and implemented taking into account current trends within the professional and academic knowledge on the specificities and interrelationships among tourism and cultural-creative industries (CCIs), focusing on the development of tourism products, services and experiences. The development and implementation of the concept BAC-H-W included 5 phases. The first phase contained gathering the needs and references of the planned participants of the event: AIRTH (Alliance for Innovators and Researchers in Tourism and Hospitality) and its partners UP FTŠ sTOUdio Turistica and Ideas From Zero prepared a questionnaire before the first event for activity D.T3.4.1 participants, in order to adapt the content to the actual needs and current level of participants' expertise. Second part was to conduct training on the methodology of development and implementation of Lean Startup events and support environments in the format BAC-H-W. The training followed the guidelines for the development and innovation of services and experiences according to the AIRTH Experience Re-Design methodology. Conducting an individual consultation for the participants Individual professional support in the development of projects/products of the participants according to the methodology presented, was the phase three. Next to last phase formed the implementation of the third group event for the participants, where they presented and discussed the application of the presented topics in their specific cases and environments with the other participants and presenters. Due to pandemic situation, trainings and workshops were all held online.

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

Transnational business - angel concept was developed with the collaboration with the external experts from AIRTH (Alliance for Innovators and Researchers in Tourism and Hospitality) in cooperation with all partners of the project in the below listed NUTS 2 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 trainings for the concerned territories and target groups

Based on deep understanding of the characteristics of the ceramics world and an insight into tourism innovation the goal was set to combine the three different visions of business- angel concepts. In order to achieve that, it took for certain aspects of each and combine it into an innovative business model, that will help transition the CerDee partnership into more market driven force, equipped the right digital and commercial toolkit, that will be able to sustain the challenges of the new tourism reality currently being formed for the period after COVID-19 pandemics. The development of this business - angel concept is composed of 3 different aspects and if they are followed, the business environment of the individual partners should become richer for a new legal entity in the form of association or NGO (depending on country's legislation) formed together with institutions key stakeholders - the young ceramists together with the tourism stakeholders from the region the individual partner collaborates with and its portfolio of experienced advisors that are willing to give something back to the community. This new entity should be more agile and able to overcome the barriers of public sector and public funding applicable to the main institutions participating in the project. Further, this new entity should be the one that embarks into new projects aimed at digitalisation and more contemporary forms of marketing needed in the digital age and can also unlock different EU funding mechanisms as the main public institution. Through the involvement of the ceramist community and tourism stakeholders in this new institution, their creativity should be stimulated in order to scan for the most progressive and best skilled members of community, which will be capable to lead the transformation of the sector towards a more commercially successful and marketing savvy new ceramics reality collocated within the growing segment of experiential tourism product.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

The development of this business - angel concept was composed of 3 different aspects and divided into 8 different steps. The proposed aspects and steps rest on the solid ground of currently popular academic trends such as Sustainability, Intergenerational cooperation, Cross-sector cooperation and co-creation, Digitalisation, Boutiqueness/Localisation/Sense of a Place in Tourism.

The first aspect is Networking, composed with steps as to continue keeping experienced individuals, that are willing to support the ceramist community close by and stimulate them to help look for different local/regional/national/ EU sources for funding, seek out potential partners from the tourism industry from surroundings, who would be willing to join common initiatives and once the sector recovers, perhaps even grant small sponsorship agreements.

The second aspect is Product development with focus on empower the younger members of the team to empirically research the preferences of individual visitors of younger generations (what they expect from museum experience), empower them to share their ideas for new marketing approaches and developing innovative products. To involve stakeholders into co-creation workshops to develop innovative products and

services suitable for post-Covid period that are aligned with new trends of culture and tourism consumption, as well test some of the most promising ideas immediately as pilots.

The third aspect is Acquisition of skills through community empowerment with the preparation of HACKATHON type of events in which ceramicists will compete with their innovative business ideas on how to sell and promote their products and service. Establish spinoff regional associations together with artists, tourism sector and experienced professionals willing to collaborate, with innovative activities such as Crowdfunding, marketing experiences online etc. Empower the ceramicist through the newly established community and its “top performers” to embrace the digital transformation and use the power of social media.

Lessons learned from the development and implementation of training measures and added value of transnational cooperation

The business - angel concept development was approached from external partners by informal gathering of information from different project partners during the workshop sessions and deepened them during the individual consultation meetings. Entry points can be summarised that there were at least three different understandings of business - angel concept within the consortium, merely traditional ways of doing things in art such as offering pieces of art as a form of compensation for intellectual contributions/expert support, the question arise as what do we want to achieve with Business - angel concept within the CerDee partnership/project. Institutional barriers of publicly-funded institutions to act in a way similar to privately-owned platform types of businesses occurred and realisation of ceramics mostly in the hands of “mature”-aged artists and officials with consequential lack of digital and innovative business skills.

The transnational cooperation was enlightening, helps to think differently due to various regions and culture traditions. The comparisons and different approaches in different countries/regions help to understand local situations and also bring possible inspirations and 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/>