

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Project index number and acronym	CE1315 InduCCI
Output number and title	OT2.2 Transnational pilot action "cross-linking 'old' and new economies"
Investment number and title (if applicable)	not applicable
Responsible partner (PP name and number)	Padova Chamber of Commerce, PP6
Project website	inducci.eu
Delivery date	3/2022

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature, demonstration character and transnational added value

In this transnational pilot action, partners fostered cross-innovation between Cultural and Creative Industries (CCI) and (industrial) companies. Going beyond offers like product design and marketing, CCI were asked to bring in their unconventional approaches also in management and labour organization incl. team building, digitalization of business processes, developing new business segments, workplace design, etc.

The pilot action consisted of following 5 regional test cases focusing different cross-linkage formats:

- German partner (PP1) offered a "Living Lab" as a temporary space where CCI and industry could meet in a new way and on eye-level, discussing problems/issues/chances related to the intersection of both branches.
- Austrian and Polish partners (PPs3 and 5) organized "Creative Hackathons" where CCI teams intensively worked on challenges submitted by industrial companies.
- Italian partner (PP6) implemented a test case "Workers' welfare" in which CCI put forward design interventions for work environment and services in 3 industrial companies for increasing the welfare of employees.
- Belgian partner (PP8) developed the "CCI factory" as a series of mentorship workshops, where CCI starters learned from experienced CCI how to set up a feasible business and how to approach industrial companies.

The pilot action with its 5 testcases was transnationally levelled up through (1) joint collection of existing practices at the beginning, (2) cross-wise peering activities in the idea phase as well as (3) joint evaluation of their effect after implementation. Eventually, the pilot results get worked up for a transnational audience in a toolbox (T1.6.2).

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The NUTS 2 regions directly involved in the pilot action were:

- DED4, Chemnitz
- AT31, Upper Austria
- ITH3, Veneto
- PL22, Slaskie
- BE2, Limburg

Furthermore, the Czech and Slovenian regions took part in the transnational exchange about this pilot action in the partnership meetings and this way, benefited from it as well. These concerned the NUTS 2 regions:

- CZ04, North West
- SI04, Western Slovenia

Investment costs (EUR), if applicable

not applicable

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The main result of the pilot action was to pave new ways for cooperation between industry and CCI at eye level. All the test cases are good practices contributing to that purpose: Industry got aware of new CCI-related methods and perspectives (e.g. living lab, hackathon); CCI got acquainted to industrial processes and needs; business supporters learned about their mediating role in the process.

The testcases proved once more the great, often untapped potential of cooperation between different sectors, here CCI and producing industry. As a side effect but no less important, all these experimental approaches contributed to promoting the involved regions as attractive places to live and work.

The results of the testcases were evaluated and considered in the regional and transnational policy papers. In some cases, partners could leverage additional funds for continuing/mainstreaming a testcase, thanks to the cooperation with regional stakeholders/other projects.

Sustainability of the pilot action results and transferability to other territories and stakeholders

The German partner intends to continue with the tested Living Lab after the project for jointly working on focus topics and challenges.

The Polish partner is going to continue with a new hackathon edition, while the Austrian partner is going to test two other measures and chooses then which replicate in 2022, thanks to the cooperation with other organizations/projects able to provide funding for them.

The Italian partner will upscale the action, thanks to the cooperation with SID / Italian Design School, in the frame of a national funding scheme and co-financing by the involved companies, to implement the proposed actions and replicate the tested case in other companies.

The Belgian partner is going to create a permanent offer after the InduCCI project ends. Stebo has set up an agreement with VAKLab on continuing the CCI factory 1x/year after the project end.

All partners included the test cases as examples of reference in their policy papers (comp. InduCCI output O.T1.1) - allowing for strategic uptake and related sustainability.

All testcases are ready for replication in other regional contexts. They are easy to adapt by other territories and stakeholders. Permanent access to all necessary information is ensured through the e-toolbox (comp. InduCCI output O.T1.4). Additionally, we integrated joint lessons learned from the testcases in the e-toolbox. Especially CCI stakeholders, producing industry, business support organisations and policy makers from other industrial regions of Central Europe can benefit from this output and use it in the future.

If applicable, contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Regulatory requirements: Partners ensured compliance with procurement regulations.

Sustainable development: By raising cohesion in non-agglomeration areas with strong industrial background, the pilot approach contributed to a balanced and poly-centric, thus sustainable territorial development in Central Europe.

Equal opportunities and non-discrimination: Partners ensured that all activities were implemented in line with valid equal opportunity policies and did not generate discrimination of any kind.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

The project deliverables of relevance for O.T2.2 are the following (all test case documentations are available on www.inducci.eu see “Output Documents”):

- T2.4.1 “Living lab”
- T2.4.2 “Industrial hackathon”
- T2.4.3 “Workers’ welfare”
- T2.4.4 “CCI factory”

Additionally, joint findings are provided in following deliverables:

- T1.6.2 “Toolbox on methods fostering CCI in industrial regions”
- T2.1.2 “Transnational compilation of existing good practices”