



CERlecon – CE119

eSmart strategy for a regional ecosystem in Krakow region (PL)

Deliverable D.T1.2.7

Table of Contents

1. Project Summary & document introduction	2
2. The CERlecon vision: setting the scene from the beginning.....	4
3. The <i>Playpark</i> concept	6
I. <i>Playpark</i> target groups	7
II. <i>Playpark</i> common structure.....	10
III. <i>Playpark</i> common functionalities.....	14
IV. <i>Playpark</i> common tools	16
4. Planning for sustainability.....	18



1. Project Summary & document introduction

Change is still needed to make the cities and regions in Central Europe better places to work and live. Daring young entrepreneurs with brilliant ideas could contribute considerably to this change. But they can't. Factors such as a lack of an entrepreneurial culture and mind-set leading to a limited interest in entrepreneurship are hampering their efforts. There is also inadequate training to improve their skills and entrepreneurial competences and innovation in general is being hampered by the lingering effects of the historical east-west divide and the recent economic crisis through an underinvestment in R&D.

And yet, entrepreneurs must be empowered to create change; they "form the majority of business entities and are the biggest employers" in Central Europe. "It is important to provide, at regional level, the right mix of financial and non-financial support to assist entrepreneurs to create new firms." "And this is our goal. ***By mid-2019, we will contribute to a change in the way entrepreneurs are inspired, trained and supported through a balanced package of strategies, actions plans, pilot actions, training, and tools to create new-type comprehensive regional innovation ecosystems in seven Central Europe regions.*** With our three-step logical project approach (Development – Implementation – Improvement), we want entrepreneurs and SMEs to benefit the most from what we do. But also their regions will benefit because from now on regional smart specialization strategies will be further used to develop novel technologies, and brilliant products and services for economic and social innovation." The joint development of all outputs and a transnational network interlinking the regional ecosystems to improve international skills emphasize the project's transnational character. At present, there is presumably no such state-of-the art innovative support scheme in Central Europe. "That is why everything that we do will be transferable for the benefit of others."

--- ---

WORK PACKAGE T1 is the strategic starting and finishing point in tackling the common territorial challenges and lays the foundation for the change that CERlecon plans to achieve. It provides the smart strategies that will implement the new-type innovation ecosystems incorporating the six domains (*policy, finance, culture, supports, human capital and markets*) that need to interact for target-oriented SME training (D. Isenberg) in the project regions; **RIS3** is the policy domain. It also provides the strategy for the transnational network interlinking these ecosystems in the project area. T1 will produce two outputs to achieve Project Specific Objective 1.

Results: Output T1.1 - Regional Playparks: eSmart-strategies for regional innovation ecosystems in CE regions through two activities: (1) Concept Development of eSmart-strategies for regional ecosystems in CE regions, which will be tested and evaluated through pilots/activities in T2 & T3, leading to (2) Strategy Finalisation: eSmart-strategies for regional innovation ecosystems in CE regions. Throughout regional policy level stakeholders will be involved to ensure the viability / sustainability of the strategies and the Playparks after project lifetime. Output T1.2: Playparks network: eSmart-strategy for a transnational network of innovation ecosystems in CE regions through two activities: (1) Concept Development of an eSmart-strategy for a transnational network



of innovation ecosystems in CE regions, which will be tested and evaluated through pilots/activities in T2 & T3 leading to (2) Strategy Finalisation: eSmart-strategy for a transnational network of innovation ecosystems in CE regions. Throughout regional policy level stakeholders will be involved. Process-related communication will aim to engage the selected target groups (e.g. policy/support/SME/funding initiatives) as essential partners in output development.

Led by a strong and experienced regional authority (PP3), all project partners will be involved in all WP activities. The WP is logically the basis for the two following thematic WPs.

--- ---

DELIVERABLE D. T1.2.7

e1x eSmart strategy for a regional ecosystem in CE region – Krakow (PL)

In M6, based on the eConcept (D.T1.1.4) regional PP develop a working version of their strategies and after testing/evaluating in T2 & T3, finalise the eSmart-strategy for their specific regional innovation ecosystem in their CE region in M35

This document is intended to draw the final picture of the regional Playpark concept and its strategy starting from the re-definition of the inputs initially defined on the **Deliverable D.T1.1.4 - eConcepts for eSmart-strategies for regional ecosystems in CE regions**.

Whilst Chapter 3 reproduces the basic features expressed in D.T1.1.4 as tested and thus customized according to T2 and T3 activities, Chapter 4 (*Planning for sustainability*) tries to set the basic framework for the future action of the Playpark and thus its main rationale for sustainability.¹

¹ Deliverable D.T1.2.7 is strongly interconnected with *D.T2.2.8 - Pilot action for the Krakow region and implementation of the reg. Playpark*: the two Deliverables complement each other being the first one more centred on the structure and then sustainability of the Playpark whilst the second one is more related with the contents handled and delivered by the Playpark itself during the pilot actions. Both the Deliverables are thus shaping the way for an effective and sustainable action within the broader RIS3 strategies.



2. The CERlecon vision: setting the scene from the beginning

In strategic management, the term *vision* is used to indicate the projection of a future scenario that reflects the ideals, values and aspirations of those who determine the objectives (*goal-setting*) and encourages action.²

As outlined on the description of the project relevance the CERlecon regions reflect the uneven distribution of economic strength in Central Europe, which is rooted in the historical 'east-west divide'. Common territorial challenges can be summarised as underinvestment in R&D plus a lack of interest in entrepreneurship and self-employment; inadequate training to improve skills and competences; modest advancement in economic and social innovation; unequal levels of male/female entrepreneurs; and demographic change leading to out-migration or immigration. [...] It is therefore necessary to implement new smart solutions in transnational cooperation that will change this baseline in the project regions and offer possibilities to other Central European regions and across the whole of Europe.³

The CERlecon project **main objective** is to increase and improve the skills of employees in the business sector (particularly in start-ups and young SMEs) in CE Member States regarding novel technologies, innovative products, services or processes and social innovation contributing to regional smart specialisation strategies. An entrepreneurial culture will be developed and fostered so that more and more young females and males are inspired to become entrepreneurs and develop their own firms. Their skills and entrepreneurial competences will be improved through the best possible regional support and training available in **new-type comprehensive regional innovation ecosystems**. These ecosystems will incorporate and utilise regional smart specialisation strategies (RIS3) as drivers for innovation. [...] By mid-2019, CERlecon will have changed the way entrepreneurs are inspired, trained and supported through a balanced package of strategies, actions plans, pilot actions, training, and tools to create new-type comprehensive regional innovation ecosystems and a transnational innovation ecosystems' network in a majority of Central European Member States.⁴

"The first report of the HLG [*High Level Group on Innovation Policy Management* ⁵], which was discussed at the informal Competitiveness Council under Ireland's EU Presidency last year, was

² In this sense the term **vision** is the set of long-term goals that the top management want to define for the organisation, understanding the overview of the market and the interpretation of the role of the same in the long-term economic and social context.

³ As from the Application Form, section C.1 "Project relevance"

⁴ As from the Application Form, section C.2 "Project focus"

⁵ The *High Level Group on Innovation Policy Management* is an independent, tripartite initiative launched by the Polish Presidency of the Council of the European Union in December 2011 which has been tasked to elaborate recommendations on how to develop Europe's innovation policy. The Group brings together high-level representatives from EU Member States, the European Commission, the European Council, leading innovative enterprises and prominent academic thinkers. Its composition allows the Group to produce



well received. There was a broad consensus that better innovation policy is not just a function of money spent on research activities or other programmes, but that non-financial means of support are at least as important."⁶

"Job creation is now a pressing priority, and must be achieved by unlocking the potential of European research and innovation in all market value chains. This requires also strong actions to innovate education systems and to make entrepreneurial education a part of it. Another key step refers to making the European Research Area more competitive and to improve working conditions throughout Europe, also by stimulating strong industry-research networks and concentrating resources on impactful European industrial research projects. Of equal importance is the need for better coherence between European and national policies, and a more open mind-set towards the challenges of a global, digitalized economy."⁷

In concrete, according to the project, new-type comprehensive regional innovation ecosystems [so called **Playparks**] are regional physical centers of excellence. Each Playpark (one per region) will inspire and train at least 30 start-ups and young SMEs during project lifetime. The Playparks will provide SME improvement training in all six domains of a successful ecosystem (i.e. policy, finance, culture, supports, human capital, and markets - *D. Isenberg*) and will be interlinked in a transnational network to improve international skills. The ecosystems and network will be prepared according to clearly defined action plans with breakdowns of strategy goals and objectives into timelines of specific tasks, etc. (WPT1) and pilot actions to implement and test these novel schemes.⁸



On a logical sequence **Work Package T2** (*New-type innovation ecosystems in seven CE regions interlinked in a transnational network*) has implemented the new-type comprehensive six-domain regional innovation ecosystems in PP regions and **Work Package T3** (*Improving skills and competences for economic and social innovation in seven CE regions*) has started testing the efficacy of the Playpark by improving the skills and entrepreneurial competences of 210+ start-ups/young SMEs ('n' individuals) in seven CE regions.

horizontal and operational recommendations, directly addressed to the decision makers in the European Institutions and Member States.

⁶ Damien English, T.D. - Minister for Skills, Research and Innovation, Ireland - *Inspiring and Completing European Innovation Ecosystems* – EPPA 2015

⁷ Senator Stefania Giannini - Minister for Education, Universities and Research, Italy - *Ibidem*

⁸ As from the Application Form, section C.2 "Project specific objectives"



3. The *Playpark* concept

The concept is a design proposal necessary to define the *basic elements* of a project and provides the basis for the realization of the same. Within a concept, the designer sets the **guidelines** that accompany the implementation phase; these lines are rough and depending on the quality of the concept itself for design purposes, the final product may differ more or less from the first conceptual proposal. The final design is then mainly formed by a succession of different conceptual phases.⁹

To achieve change, the project will develop smart solutions to address the question: how to provide **start-ups and SMEs** with “adequate human resources”? In other words: how to inspire and sustainably improve **skills and entrepreneurial competences**? “Entrepreneurs / SMEs are at the centre of the creation of jobs and growth...it is important to provide, at regional level, the right mix of financial and non-financial support to assist entrepreneurs to create new firms ...”

The project will be provide this support through new-type comprehensive innovation ecosystems in the partner regions incorporating and utilising **regional RIS3** as drivers for innovation. The ecosystems will be linked in a transnational network to accelerate start-up growth and improve SME internationalisation. More young people in central Europe need to be inspired to become entrepreneurs and sustainably improve their skills and entrepreneurial competences and at the same time gain international business experience to face global challenges. In order to help the start-ups / SMEs in training to bring their ideas to market and create new firms, synergies with funding initiatives such as national / regional business angels, pan-European crowdfunding platforms will be established from the outset.¹⁰

The policy domain will be RIS3. At present, there is no such new-type six-domain innovative approach for start-ups and SME support in the project regions and presumably in the whole programme area.¹¹

The following features have been finally customised to the regional action starting from the common picture set in **Deliverable D.T1.1.4 - eConcepts for eSmart-strategies for regional ecosystems in CE regions**: the initial common assumptions are still in the background to better outline the continuity and linearity with the common “conceptual” vision.

⁹ *John Locke's* description of a general idea corresponds to a description of a concept. According to Locke, a general idea is created by abstracting, drawing away, or removing the uncommon characteristic or characteristics from several particular ideas. The remaining common characteristic is that which is similar to all of the different individuals - *Questions Concerning the Law of Nature* (1664)

¹⁰ As from the Application Form, section C.1 “Project relevance / Project’s approach”

¹¹ *Ibidem*

I. Playpark target groups

The innovation ecosystems and the network will inspire and improve the skills and competences of at least 210 **start-ups** (of preference young females and males) and **young SMEs** ('n' individuals) in seven CE regions during project lifetime. [...] Young firms = less than 5 years of existence. ¹²

According to the approved Application Form the common Playpark functions and “services” target group consists of both **young emerging entrepreneurs** and **young SMEs** (with less than 5 years of existence). This is the main target group to be involved already in WP T3 “Improving skills and competences for economic and social innovation in seven CE regions”.

Indirect target groups to be somehow involved and affected by the project (at different extent and relevance) ¹³ have been listed as follows:

- Local / Regional / National public authority
- Sectoral agency
- Higher education and research
- Education/training centre and school
- SME
- Business support organisation
- Interest groups including NGOs
- Clusters



DEFINED AND SERVED TARGET GROUP

Direct target group	Indirect target group
<p>The offer of our Playpark was addressed to students (through science clubs and career offices of universities in Krakow) and to start-ups nad NGO's gathered around the Municipality of Krakow (organizer of Start KRK UP- Krakow Startup Week, dedicated to the new industry, business and creative industries), as well as the start-ups cooperating with the Krakow Chamber of Commerce and Industry and Enterprise Europe Network (which clients are already existing enterprises but people who are going to set up their own businesses also happens). Despite addressing Playpark offer largely to students circle in all cohorts university graduates and working people were predominant and part of them have already been conducting their business activities.</p>	<p>In this indirect target group these are non-governmental organizations (NGOs) that both appeared among the Playpark participants (e.g. one of our startups -Light Tale Studio is planning to open an association promoting artists (craft artists active in applied arts), as well as among cooperating organizations starting from Association B1 (supporting the most interesting ideas from Nowa Huta), which managed our Playpark, as well as other entities which, e.g. during exchanges, made presentations, e.g. Szlachetna Paczka (nationwide social project in form of association which main purpose is material and mental help for families and people in a difficult life situation), Office of Social Initiatives (educates and supports residents, NGOs and local governments in the effective implementation of goals), Małopolska</p>

¹² As from the Application Form, section C.1 “Project relevance”

¹³ All the listed bodies have to be considered and ‘treated’ as relevant stakeholders having anyway an interest also in being target of the different Playpark services.



<p>The entry ideas of our start-ups are:</p> <p>1st cohort:</p> <ul style="list-style-type: none"> • Fitness club with EMS (electro muscle stimulation) • Application on Cracow's natural monuments for children • Designing roof gardens • Prototype of autonomic greenhouse • Matchmaking platform for travellers • Unconventional thematic excursion through Cracow • Hiring drones with pilots • Global platform for buying/selling real estate • Creation of international zine (and e-zine) to promote SF literature from Poland and the countries of Central and Eastern Europe, as well as to build a platform for cooperation between artists in Europe. • An application for organizing social events (cultural etc.) • Local memory map and system of creating users-updated guides and stories concerning (mostly local) micro-history. • <u>Light Tale Studio</u> creating lamps from waste materials – 1st cohort finalist • <u>Hyper Sky</u> - satellites systems to provide info to industry- 1st cohort final winner <p>2nd cohort :</p> <ul style="list-style-type: none"> • Building energy efficient houses • Restoration and revitalisation of manor estate in the suburbs of Nowa Huta to make there a cultural/conference centre and a wedding house • Acoustic office furniture – design and production • Dental stem cells bank for face bones surgery 	<p>Association of Merchants and Entrepreneurs (provides information and training in Nowa Huta addressed to micro-entrepreneurs, small entrepreneurs and people who set up their own business).</p>
---	--



- Mobile device and app for self-diagnosis of teeth and mouth health
- Launching a new-type of anti-smog mask
- Meetings and workshops for lonely hearts over 50
- Employing disabled people in food tracks and restaurants offering also social integration
- Technology of preparing metal surface for painting
- App for finding parking places and paying for them
- Neuralbit - data collection and processing.

3rd cohort:

- TakeTime-App that connects people with the same interests in every place they are in
- RenVis - App that allows to create a 3D model that facilitates the doctor's operation
- Laser technology making pedestrian crossings safer
- Little stork-App for breastfeeding women that collects the most important data on the health of the child
- moje.to-App that uses QR codes to mark items in case of loss
- RBR - radio without commercials,
- GreenEnergy - fitness club-using the power of human muscles to generate the energy and supply electronic devices
- SecUrb - Crime prevention through multidisciplinary environmental design
- Matchmaking and marketing exchange App for local businesses
- Cultural adaptation courses and app for expats
- An application whose purpose is to study the needs of residents using public transport.

These ideas, mentioned above reflect RIS3 intelligent specializations, especially those which we selected for Krakow Playpark in D.T1.1.: biotechnology and life science, ICT, creative and leisure industries, manufacture of basic metal and metal products.

II. Playpark common structure

Playparks are regional physical centres of excellence [...] There will be one Playpark per region.¹⁴

According to the definition in the Application Form the Playpark (*one in each partner region*) has to be a “**physical place**” having at least **3 staff members** who will be trained in the Joint Playpark staff training¹⁵, the contact person, and a flexible number of **collaborators** at disposal for the implementation first of all of the project related activities (tutoring, consultancy and training). Collaborators will be both external and internal staff members of the partner institution thanks to the creation of a “**list of experts**” (data base / roster) to be used as necessary.



Amongst the different functions, the Playpark has to act as “*one-stop-shop*” allowing thus an easy access to the public. In this sense, it should be inspired by an “*open door*” philosophy where thanks to the continuous participation of both current and emerging entrepreneurs¹⁶ to its activities (and even their co-generation and co-implementation) its real efficacy and even existence will be assured.

Moreover, each Playpark has to guarantee the “*physical*” implementation of training and consultancy activities providing adequate facilities for it. In addition the centre should be enough equipped to provide services to its beneficiaries.

In this sense the Playpark will be able to strengthen the regional innovation ecosystems which will provide regional entrepreneurs with “the right mix of financial and non-financial support” to create their new firms and the network will provide them with a real European dimension for further development and even to their first business settlements.¹⁷ It follows that its staff has to be considered a real pillar in charge of the coordination (and even execution) of this innovation catalyst.¹⁸

Starting from the picture outlined in the initial *eConcept* the Playpark Krakow has been located in the north-eastern part of Krakow - in the Nowa Huta district, nearby the district trade and logistic centre: Central Square, with an easy access to the public.

This district was whole built in the early 50's from the scratch together with a large steel works which was an employer for most of the district dwellers newly settled there. It constituted actually a separate unformal city in the administrative structure of Krakow. The district were in the focus of the Krakow's authorities during the communist regime and both infrastructure and cultural life of Nowa Huta received enough attention and financial resources. The district potential was neglected since the 90's, no new estates were build there, no young people settled there, no companies were created or attracted there. However now, thanks to the numerous initiatives of the Municipality of Krakow, including establishing special economic zone on the suburbs of Nowa Huta, creating plan of green leisure time space with infrastructure for big cultural events (so

¹⁴ As from the Application Form, section C.2 “Project focus / Project specific objectives”.

¹⁵ Output O.T2.3: Playparks network: 1x Joint Playpark staff training

¹⁶ The Playpark should be real places where emerging entrepreneurs have the concrete opportunity to meet current entrepreneurs, to learn from their real “business cases” and to take profit from the specific “business environment” leading to a real processes of co-generation and co-creation of future business ideas.

¹⁷ As from the Application Form, section C.1 “Project relevance”

¹⁸ In this sense the staff trained during the project should be selected from the internal team of the partner organisations (or at least an “*internal equivalent*”, meaning an external collaborator working continuously with the institution) having the duty to coordinate both the inputs and the outputs of the Playpark.

called Nowa Huta 2.0) and Playpark location there, the image of the quarter is gradually improving, and the local space and social life is reviving. Playpark has been created by PP13 Municipality of Kraków with the support of PP14 Cracow CCI and is run in cooperation with Association B1 – a group of young people dedicated to social revitalisation and building positive image of Nowa Huta.



Rooms plan of Center B7.

For the needs of CERlecon, rooms have been designated:

- room for training and recreation purposes, its area is 25.75 square meters,
- two smaller rooms (19,60 square meters and 15,49 square meters) as a coworking space.

During the development of Playpark, it turned out that startups are not interested in using coworking space. That is why we gave up taking up space in one of the smaller rooms. In return, the startups received access to a large room on the ground floor (71,17 square metters), where the internal cafe is located. In the cafe, startups could organize their own meetings and events. Some trainings and workshops took place there.

The Playpark equipment includes:

- laptops that can be used by the startups and Playpark crew,
- overhead projector,
- TV,
- office furniture,
- printer,
- a kitchen set (for coffee, tea).

In the recreation area there is a ping pong table







III. *Playpark* common functionalities

The project will provide its support through new-type comprehensive innovation ecosystems in the partner regions incorporating and utilising regional RIS3 as drivers for innovation. The ecosystems will be linked in a transnational network to accelerate start-up growth and improve SME internationalisation.¹⁹

In a process-oriented approach and following the common assumptions already set in the initial *eConcept*, the Playpark has incorporate all the six domains that need to successfully interact to make any ecosystem efficient (*D. Isenberg*) i.e. policy, finance, culture, supports, human capital, and markets:

1. **Policy:** The playpark has to focus on the RIS3-Strategy of the region. This means on the one hand that entrepreneurs/SMEs who are trained at the playpark should deal with a business idea matching the branches/technologies of the RIS3. On the other hand trainers, experts and network partner of the playpark should be chosen by their expertise-level concerning the RIS3-branches/technologies.
2. **Finance:** the training program of the Playpark should directly qualify the participants and business ideas for the application for further funding. All regional and national funding programs, business angel and venture institutions, crowdfunding initiatives should be

¹⁹ As from the Application Form, section C.1 "Project relevance"



considered. The Playpark staff must have expertise in applying for funding in order to support the entrepreneurs/SMEs. Financial partners should be integrated as experts in the Playpark program.

3. **Human Capital**: the core of the Playpark is the 6-month training program which starts with an idea generation process and leads to viable business models (will be specified in O.T2.4). This training program should integrate experienced entrepreneurs which could act as mentors for the younger startups / SMEs. Last but not least the Playparks should establish strong links to educational institutions where the Playpark participants can get further education and know-how.
4. **Markets**: Strong links to established companies of the RIS3 focuses should be developed. Representatives of those companies should assist the startups / SMEs with their expertise in developing, producing and distributing and should act as early adopters for proof-of-concept and reference customers.
5. **Culture**: the Playpark must be integrated in the regional Startup Community in order to make success stories visible, to open a broader network for the Playpark participants and to transfer the common culture of risk tolerance, experimentation, social status, etc.
6. **Supports**: The Playpark must be a physical place where startups / SMEs are trained and where they ideally find a temporary place to work. Furthermore it should integrate representatives of institutions such as legal, accounting, prototyping, labor, etc.. to offer the startups / SMEs a broad technical and administrative support.



IV. **Playpark common tools**

As a direct consequence of the common structure and functionality, each single Playpark can rely on (*being also responsible for its provision*) the following list of basic tools:

- **Playpark staff** (*at least 3 in each centre*) to be involved in the core activities as **facilitator / animator / sensitizer / consultant** to the direct promotion of the services towards the target group defined;²⁰
- **Pool of experts** for business creation and management, innovation and internationalisation (*internal and/or external staff members*);
- **Online platform** including the business orientation eTool²¹ (regional Playpark training will require ongoing use of the platform by the trainees), containing also joint training methodology and materials;
- **Basic ICT devices** to support end users start-ups and growth;²²
- **A Transnational Innovation Network**²³ to interlink the ecosystems.

LIST OF THE TOOLS @ THE PLAYPARK KRAKOW

Tool	Description
Playpark staff	<p>Paweł Majka - CERlecon Krakow Playpark's manager</p> <p>Joanna Urbaniec - President of the B1 Association, organization of the Playpark work, facilitator,</p> <p>Jakub Gajda - responsible for the training calendar in Playpark, as well as for contact with startups, animator, consultant to the direct promotion of the services towards the target group defined,</p> <p>Mariusz Suwalski - technical specialist in Playpark</p>
Pool of experts	<p>Xellecct Tomasz Krzemiński (www.xellecct.com) – expert on Business Model Canvas and strategic management</p> <p>Anna Sowa-Jadczyk – representative of seed fund of Malopolska Regional Development Agency, expert on cooperation of start-ups with investors, pitching business idea towards potential investors, patent attorney with experience on advising start-ups on IPR</p> <p>Joanna Urbaniec - President of the B1 Association, expert: social media, video</p> <p>Mariusz Suwalski - entrepreneur, expert: practice in the business, setting up and running companies, obtaining funding,</p> <p>Łukasz Lenda - expert: the use of graphics in the promotion,</p> <p>Anna Agnieszka Wołek-Jajeńnica - expert: accounting, taxes, business plan,</p> <p>Anna Grabowska - expert: work psychology and business psychology</p> <p>Katarzyna Karwa, Jakub Walawski: experts: law</p>

²⁰ Each regional Playpark must have at least one staff member acting also as coordinator / contact person.

²¹ **D.T3.1.2** - The *e-Tool* is developed and is part of the initial joint transnational training of Playpark staff (D.T2.5.2) to familiarise staff with its use/potential. It will be then used for improvement trainings at regional Playparks and in the network

²² According to the regional Playpark customisation as defined in D.T2.1.1

²³ “A transnational network interlinking the ecosystems will provide entrepreneurs with opportunities to increase their international skills in an international business environment”, as from the Application Form, section C.2 “Project focus”



	<p>Klaudia Małek - expert: image</p> <p>Bartosz Borowski - IT expert</p> <p>Adam Grzanka - An actor, specialist in image creation and pitching</p>
On-line tools	<p>Because not all participants took part in all trainings, we recorded trainings and lectures and then we made them available on-line.</p>
ICT devices	<p>RIS3 tool was provided in the form of mobile app as well as in the web version but apparently Playparkees weren't convinced to using it for communication with other Playparks.</p> <p>Also Playpark xChange Tool haven't met with the enthusiasm of the Krakow's Playparkees and only a few participated in the contests which were organised with the use of the Tool (this might have been result of the fact that the contests days usually took place during Krakow Playpark's real exchanges abroad).</p>
Transnational action	<p><u>1st cohort:</u></p> <p>Playpark Krakow Exchange to Rijeka: 20-24 November 2017</p> <p>Playpark Brno Exchange to Krakow: 27 November- 1 December 2017</p> <p><u>2nd cohort:</u></p> <p>Playpark Krakow Exchange to Stuttgart: 25-29 June 2018</p> <p>Playpark Bratislava Exchange to Krakow: 11-15 June 2018</p> <p><u>3rd cohort:</u></p> <p>Playpark Krakow Exchange to Veneto: 28 January- 1 February 2019</p> <p>Playpark Vienna Exchange to Krakow: 4-7 February 2019</p> <p>Playparkees made new contacts with another Playparks during exchanges which for some of them were strengthen during Playpark finals.</p> <p>Partners during the three years of the project realization created a strong Network with some specializations which will be ready to support each other start-ups also after the project's end. The specialization of all partners are known to others and they are connected to the institution specificities and areas of activities as well as with the regional smart specialization. To support start-ups international growths in June 2018 partners created a series of guidebooks "How to build up a start-up (7 & CE regions)"</p> <p>Some of the Playparkees also used services delivered by PP14 via Enterprise Europe Network in order to establish foreign business contacts i.e. to start cooperation with the Swiss stem cells bank or find distributors of anti-smog mask in Bulgaria, etc.</p>
Other relevant info	<p>At Playpark Krakow, we organized meetings for startups with business practitioners. They were not experts, with whom we cooperated constantly, but invited guests. most often, we invited entrepreneurs from Nowa Huta who could share good experiences in building local business and promoting it on the global market (for example local brewery, producer of clothing with the image of Nowa Huta, manufacturer of ecological bags, etc.)</p>

4. Planning for sustainability

As a result of the initial strategy drafted according to the project assumptions and the pilot action performed in T2 and T3, the Playpark Krakow sustainability is tracked out of a set of conclusions summarised as follows:

WHAT WORKED OUT AT BEST?

Cooperation and exchange of experience and knowledge between start-ups inside cohorts. We also observed improving activities from one cohort to the next e.g. realisation of Playpark exchange was systematically improved and the best in 3rd cohort.

WHAT DID NOT WORKED AT ALL?

RIS3 Tool – it wasn't popular among the Krakow Playparkees which was partly due to the fact that they weren't as interested in establishing branches of their business in other CE regions from the very beginnings as authors of the project assumed so they weren't much interested in smart specialisations of other project regions. As for communication with other Playparks participants they preferred traditional integration during exchanges with travels and visiting the real Playparks. As a consequence only a few beneficiaries have registered and used RIS3 Tool.

Playpark xChange Tool haven't met with the preferences of the Krakow's Playparkees so they haven't participated in the contests which were organised with the use of the Tool. This might have been result of the fact that the contests days usually took place during Krakow Playpark's real exchanges abroad. However, another reason of this may be also focusing ambition of the Krakow Playparkees on winning place in the finals thanks to their pitching abilities in which they were trained by the specialist in communication and by an actor.

More men than women participated in Playpark Krakow program. Such a result is an effect of the fact that we didn't want to refuse nobody and more men than women applied to us.

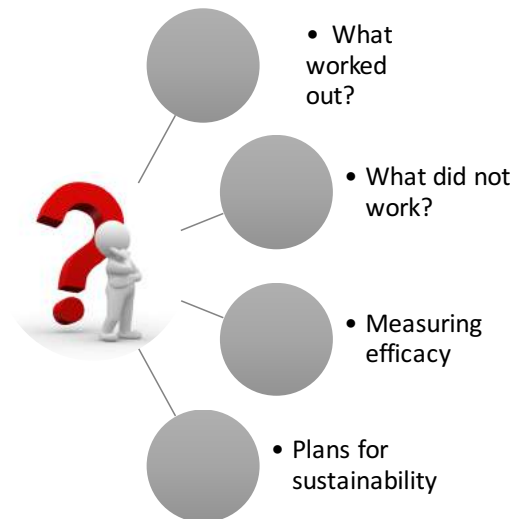
RESULTS ACHIEVED SO FAR

Training in Krakow has over 36 startups. Apart from Poles, Hungarians, Ukrainians and Belarusians also took part in them. In total, 74 people participated in the classes, including 51 men and 22 women.

18 startups operated in the category of social innovations and 18 in the business category. However, it should be noted that sometimes these categories were not sharp and some startups can be classified as both business and social activities.

14 startups develop their promos and products, 7 more are at the initial stage of development. Not always the result of training in the playpark was the implementation of the initial idea. Sometimes, thanks to meetings at Playpark Kraków, startups changed the concept of operation.

We also assumed that success could be not only the creation of a company, but also the saving of a startup before the creation of a company that would not have a chance on the market.





What is important, we tried to build a community that was permanently connected with the place and project from the CERlecon Playpark participants. Part of it succeeded here and some startups from the first and second cohorts took part in the events of the later cohorts. Some startups participate in the works of Playpark, or organize other events at the Playpark and Centrum B7.

PLAN SET FOR PLAYPARK KRAKOW SUSTAINABILITY

In Krakow Playpark, trainings and workshops for startups will continue. We will also organize events for startups, such as small conferences and meetings with business practitioners. In May we will present the effects of the Playpark activities to the Council of the City of Krakow. For organizational and financial reasons, Playpark's rules will have to change. For example, we probably will not organize international exchanges.

We want Playpark and startups that use it to take part in various activities organized by the City Hall: startKRKup startup festival, grant competitions for non-governmental organizations, as well as establishing a network of startups and NGOs.

At the moment we are looking for sources of financing for the further activity of Playpark. We will use special urban programs that offer co-financing for NGOs supporting business. We will also try to combine the activities of Playpark with Nowa Huta's Revitalization Program.

The start-up community created at CERlecon Playpark Kraków can contribute to the sustainability of the Project.



<http://tinyurl.com/CERlecon>

www.interreg-central.eu/CERlecon