

# DELIVERABLE D.T2.5.1

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**COOPERATION COLLIDER CONCEPT**

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## COOPERATION COLLIDER CONCEPT

### Deliverable D.T2.5.1

The concept aims to accelerate the establishment of cooperation between cross-sectoral partners and create a single and coherent line of cooperation.

The draft concept was based on a pilot process carried out by 12 partners from 6 countries. It should provide a comprehensive reflection on the initial situation and a proposal for the most appropriate cooperation model. During cross-sectoral cooperation, tandem partners are confronted with the correct setting of the rules of cooperation, the partners' competencies, the correct setting of the schedule, the selection of the appropriate methodology, changing global conditions (COVID-19 situation) etc.

#### 1. MEET TANDEM PARTNER

The term "tandem partnership" in this sense means intermediaries of target groups. In our case, the creative industry and advanced manufacturing. When creating a tandem partnership, several key criteria need to be covered. Partners should have **experience** of working with target groups with whom they should have good relations. Ideally, they should have a **database of contacts** of target groups and experts. Geographically, they should **cover the area** to be connected.

At the beginning of cooperation, it is necessary to devote sufficient time to establishing cooperation, communication and getting to know each other (even in an informal environment). Cognition will help make communication more open, direct and easier to share. When dividing project tasks, it is necessary to consider the skills and experience of tandem partners. **Identify the needs of target groups** and provide them with sufficient support. Link project activities and schedule, which should be regularly updated. It is necessary to set aside time for regular meetings depending on the complexity of the tasks and requirements (at least once a month) if it is possible to use direct communication - calls, an e-mail to inform all interested parties.



#### 2. MAKE A CONNECTION

The aim is to raise awareness of cross-sectoral cooperation, highlight its benefits - results and possible innovations. The key step is to connect sectors through:

- raising awareness of cross-sectoral cooperation,
- understanding of culture, trends, values and processes for both parties,
- understanding of technology, future trends and thinking in the AVM sector (thinking out of the box),
- learn to communicate with each other,
- involving both parties in stimulating talks that lead to inspiring and innovative results,



- postponement of the border.

**Best practices (BP)** have proven to be an effective tool for raising awareness of cross-sectoral cooperation. They may include:

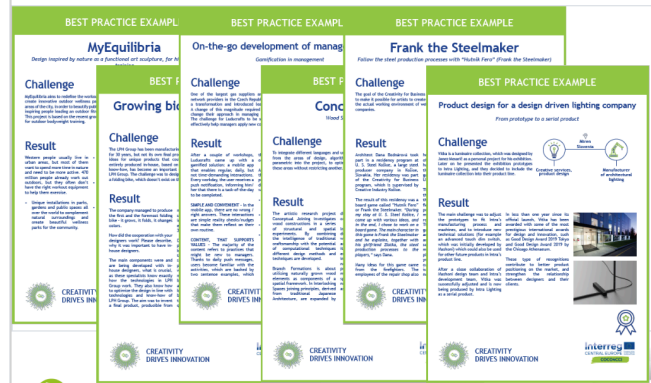
- Best practices related to the product
- Service best practices
- Change of best practices in individual areas

BP does not have to be only a product output (which can also mean a great financial demand), but also a service-oriented output (design thinking in companies as part of their process), e.g.

BPs have different levels (from the local level to the top companies)

In this way, local BP can be a "mirror" to our target groups and show them whether cross-sectoral cooperation is possible for this local society; it is also possible for them. On the other hand, by showing medium and best practice, we can inspire them in the long run - the future can be small steps.

The goal is clear benefits/results from cooperation (services/products known to our target group. BP can be used both online and offline.



**Checklist** is used to identify the level of preparation needed for future cooperation. There will also be obvious sections/topics where sectors do not have enough information to target further capacity building at these sections specifically. The checklist can be used offline (on-site visits), but it can also be distributed online and collect potential interested parties' response.



The important awareness raising tool is also the **Info day** for both target groups.

The content is basic information about all 3 dimensions (technology, future trends, mindset) and some information about planned training, future company visits, planned seminars, etc. Both groups will talk about their needs, their possible ways of cooperation and discussion with project partners.

An event is held between the partners, bringing together representatives from the sectors to understand the three dimensions and

take the first steps towards working together.

The information day can be linked to another planned event, the main aim of which is to pass on the information and, so that both parties can meet and discuss possible ways of cooperating, work to bridge the two sectors.

The information day can also include offline materials - leaflets, checklists, printed versions of the brochure, where participants can find inspiration for future cooperation.

**The brochure** can be used to disseminate best (and bad) practices in cross-sectoral cooperation. It briefly explains both sectors and their strengths and highlights innovative ideas/products/services resulting from fruitful cooperation.



This tool will explain and support cooperation through these examples and focus on the facts as to why cross-sectoral cooperation is needed. The brochure is intended for both target groups.

The brochure clearly and concisely summarizes the success stories, encourage collaboration, and identifies specific best practices. The brochure can be published on the project website and printed out and used during the information day or when visiting the company.



**Media cooperation** to an external print magazine, daily, online magazine, blog etc., podcast with a commitment, spreading the word about the cross-sectorial cooperation project.

It is assumed that each partner is well connected in his/her area with journalists, multipliers etc., and tries to get a commitment from at least one medium/magazine to get content published that actually is interesting for their readers/listeners. The content could be published in external magazines, visible content which is part of the online offers.

*When choosing communication channels, it is necessary to consider which target group we are addressing. For example, communication via LinkedIn has little impact on CCI; the AVM sector is more responsive.*

### 3. SHARE KNOWLEDGE

The aim of the trainings is to bring the two worlds together and create a new collaboration along new and old value chains. To achieve this goal, have been established methodologies and training tools.

The training tools proposed in the first phases of the COCO4CCI project have proved their worth in CCI training. Some tools had to be modified due to the current situation with COVID-19.

#### **MINDSET “How to make a good pitch to AVM**

One of the difficulties of collaboration between AVM and CCIs is language. CCIs feel they lack business knowledge, and an understanding of business language and behaviour.

*An interactive workshop can be implemented by f2f if possible or online. Current online tools enable interactive education, and the benefit is the possibility of archiving outputs.*

#### **TECHNOLOGY “Hands-on knowhow”**

Aim of the training and the materials under the dimension “Technology” is to provide CCI with specialised knowhow on technology trends and enable them to challenge and work with AVM.

#### **FUTURE TRENDS “Meet the expert”**

Future trends is an area in which both, AVM and CCIs, have good competences and experiences, which are complementary and supplementary. The dimension FUTURE TRENDS will enable learning about each other by sharing know-how and experiences in various future trends.

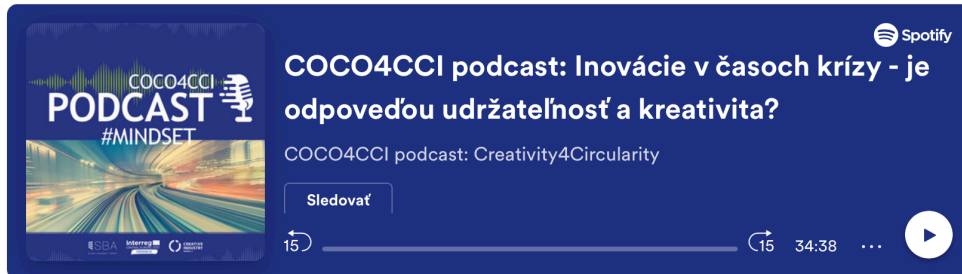
#### **Online Materials**

The online offer will provide specialised knowledge and insights into the different sectors of AVM.

- Materials related to the three dimensions to deepen knowledge: articles, web tutorials, short films, best practices, related platforms, etc.
- Tutorial on IPR



- Testimonials from AVM and CCI on trends, technology and mindset topics (what does this trend mean to me?), and other relevant topics



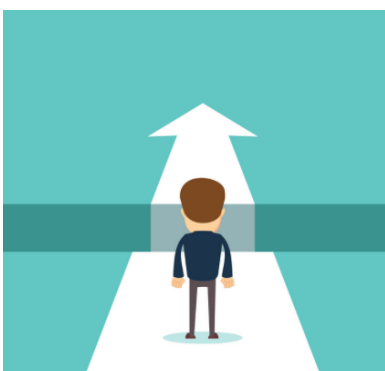
### Guided visit to AVM company

Aim of the company visit is to create a learning experience for CCIs and getting insights in production site and processes of an AVM company. It is also an opportunity to see latest technologies.

*In some regions, it was not possible to make company visits to AVM. It was necessary to modify the method of implementation. The creation of short videos, virtual tours, interviews, etc., proved to be an acceptable alternative. The advantage of such digitization is the possibility of publishing on the website of the COCO4CCI project, the possibility of sharing on the websites of other partners.*

## 4. DEFINE AND SOLVE THE PROBLEM

The success of this phase is conditioned by the active communication of both tandem partners. Communication with target groups is changing dynamically, adapting to the status quo.



### Challenge definition

A prevalent problem in defining the challenge was the inconsistent idea of the AVMs involved and the expected solution's different scope. External experts with experience in strategic change management, innovation, leadership and corporate culture development are the "translators" of the different AVM and CCI languages. They will guide the assignment's design and help AVM with the correct definition of the problem and its scope.

At this stage, an individual approach towards both AVM and CCI is needed. Tandem partners should actively communicate. Based on challenges, it is good to identify creatives for whom collaboration could be interesting. At this stage, it is necessary to think about how to activate creative experts.



## CHALLENGE PITCH OF AVM

Great emphasis needs to be placed on the workshop facilitator. The facilitator should know the language of both sectors, guide the discussion and ask the right questions.

When presenting the calls, it is necessary to follow the structure recommended by the template proposed in the project's previous phases. This guarantees the uniformity of all necessary information.

## IDEA PITCH

There should be enough **time** between the Challenge pitch and the Idea pitch to create Ideas. Creative experts should use information from training activities in their design. In addition to the solution's design, they should also define the **need for external experts** if the scope of the assignment requires it. Often, AVM challenges are **multidisciplinary**, and the design of a deep solution involves several **experts' cooperation**.

At this stage, it is necessary to look for opportunities to **motivate and** activate creatives. Challenging assignments, multidisciplinary of solutions and uncertainty of benefits can be demotivating. It is necessary to look for financial opportunities both on AVM and from other sources (scholarships, subsidies, etc.).

## 5. COOPERATION

**The Specialised match-making workshop** The workshop is a good support activity for establishing successful cooperation between AVM and CCI. The content is tailored to specific needs. Experts who have been defined in the Idea Pitch phase can be invited to collaborate.

*This phase can be considered as the beginning of successful cooperation.*



## 6. FOLLOW UP ACTIVITIES

The role of tandem partners does not end with the cooperation agreement. Cooperation is successful when the set goals are met. Often, goals are not met due to a lack of a well-defined time frame, insufficient competencies, scope etc...

Tandem partners should have an overview of the course of cooperation and provide possible support. Obtain the necessary feedback from both sectors and evaluate it together.



## STRENGTHS AND WEAKNESSES OF TANDEM COOPERATION

Almost all project partners have **experience** with partner work. However, experience with cross-sectoral tandem cooperation was almost wholly lacking. The collaboration was slowed down by the lack of methodology, insufficient preparation, and cooperation processes. The constantly changing **global situation** initially brought uncertainty to the implementation of project activities. Many activities have been moved to the online space. Vast possibilities of using online tools have made it possible to carry out the same quality in the **online** space. Some project partners were confronted with the need to expand the skill in their use.

### Conclusion:

Almost all project activities are interconnected. The proposed tools are well designed and serve as an excellent foundation but often had to be modified. The content of the individual tools overlapped, and both tandem partners were involved in the implementation.

### The biggest challenges:

- Communication
- The global situation with covid - 19
- Online meetings, limited communication f2f
- Business language vs language of creatives

