

# TRAINING OF CCIS HUBS AND BSO OUTSIDE THE PARTNERSHIP

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Deliverable D.T2.5.3  
COUNTRY REPORT: Austria

Version  
8/2021

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## Introduction

Deliverable T2.5.3 Training of CCI hubs and BSO outside the partnership is due in 09/2021

AIM: transfer knowhow, tools, services and experiences created within COCO4CCI to other organisations

- COCO4CCI concept / approach (Roadmap, COCO4CCI concept)
- COCO4CCI tools (awareness, training, match-making, follow-up, online, ...)
- Experiences, success stories

How?

- training workshop for a larger audience
- Individual training activities
- Trainings to countries and regions outside our partnership are especially welcome

Target

- Min. 5 trained persons per country, total min. 30 trained persons
- at least one training per country
- One report per country



## Report on the transfer of the COCO4CCI concept, tools, services, experiences, and success stories

### 1. Description of the event(s) or meeting(s)

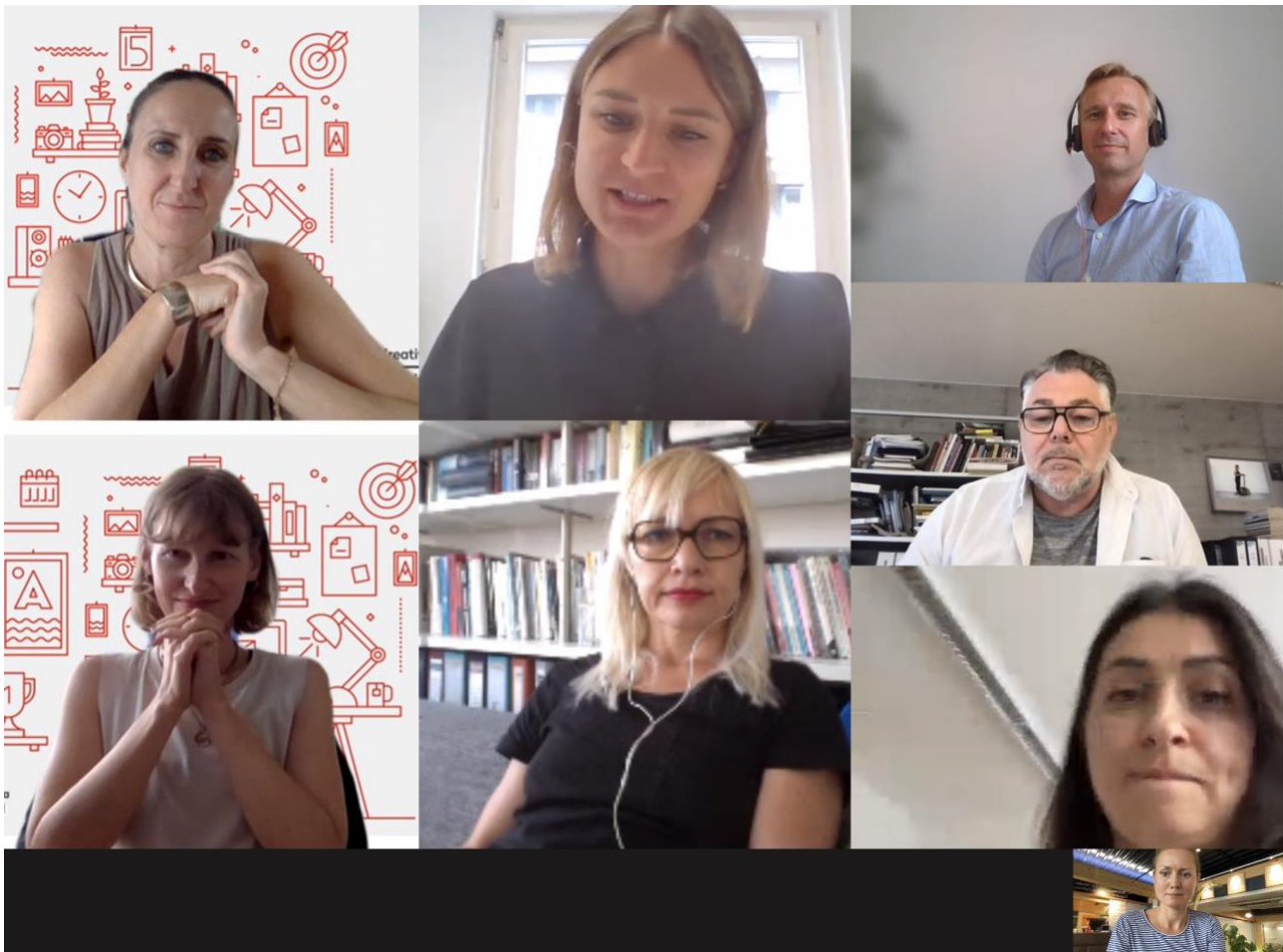
Date 01/07/21

Format: Online Workshop

Agenda: On 01/07/21 a two-part online workshop was organised, which was dedicated both stakeholder consultation and partner training. We trained the Creative Industries networks and stakeholders of Austrian Subregions Vorarlberg, the Tyrol, Styria, Salzburg, Vienna and representatives of the Chamber of Commerce which is the lobbying and service organisations representing 680.000 companies.

Agenda:

- Presentation of COCO for CCI
- Presentation of Collider Concept
- Learnings and Experience Exchange Session



## 2. Participants

Number of participating organisations: 7

Description of participating organisations

**Campusväre Vorarlberg:** A Joint Organization of Dornbirn Tourismus und Stadtmarketing GmbH, together with Wirtschafts-Standort Vorarlberg GmbH and the Vorarlberg University of Applied Sciences. The association is responsible for the active revitalization and curation of the Sägenareal/Campus V neighborhood in the middle of the city of Dornbirn. The goal is to establish the area as a central location for creative industries, innovation, education, research, science, digitization and culture with supraregional appeal.



**Creative Industries Styria:** Creative Industries Styria, founded in 2007 as a network company of the Province of Styria, sees itself as a bridge builder and networking body between the creative industries and the classic economy, with the aim of improving and expanding the performance and efficiency on the market for both sides.

Creative Industries Styria has excellent industry knowledge within the Styrian creative industries as well as the best contacts to the classic economy and can therefore elicit and define the demand for as well as the local and regional availability of creative services with pinpoint accuracy.

**ITG Salzburg:** Business Support Organisation and Innovation and Creative Industries Service for the region of Salzburg with the focus of encouraging cooperation between CI and Industries, Matchmaking Services, networking and supporting and coaching service.

**Wiener Wirtschaftsagentur:** The Vienna Business Agency is business support organisation for all companies in Vienna. It supports local and international companies in all phases of their business development, advises on corporate issues and helps international specialists and managers (expatriates) get started in Vienna.

**Kreativland Tirol:** eight percent or 3,300 companies in Tyrol belong to the Tyrolean creative industries, and the 9,500 employees generate around one billion euros in sales and a gross value added of 478 million euros annually. For established industries, the creative industries are now important drivers of innovation, especially in connection with digitization. The kreativland.tirol cluster supports creative industries companies with customized service offerings so that they can cooperate and grow even more professionally with each other and with other industries. In addition, the Cluster kreativland.tirol works to further develop the creative region of Tyrol through projects and impulses and to increase its visibility regionally and beyond. The driving forces behind the kreativland.tirol cluster are the state of Tyrol, Lebensraum Tirol Holding, the Tyrolean Chamber of Commerce, the advertising and market communications section of the Tyrolean Chamber of Commerce and the Standortagentur Tirol.

**Kreativwirtschaft Austria:** As part of the Austrian Federal Economic Chamber, the Creative Industries Austria represents the interests of the creative industries in Austria and the European Union and is committed to the visibility of services based on creative industries. Kreativwirtschaft



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Austria, KAT for short, offers a wide range of services for the economic success of creative people and their cross-industry networking.

**Wirtschaftskammer Österreich:** Federal Economic chamber is the lobbying and service organisation of all Austrian Enterprises.