

INFO DAYS FOR CCIS AND AVMS

VENETO

Version 1
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II° INFO DAY FOR AVMS

Date: 2nd December 2020

Location: Online



CONFINDUSTRIA
Veneto SIAV S.p.A.



Programma



09.30

Introduzione

Prof. Giovanni Vaia, Università Ca' Foscari

09.35

Presentazione del progetto COCO4CCI: attività e opportunità
Gabriella Bettiol, Confindustria Veneto SIAV S.p.A.

09.40

Road Map del progetto COCO4CCI
Elisa Gritti, Università Ca' Foscari



09.45

STRATEGIC DESIGN THINKING - Progettare mettendo al centro la User Experience
Andrea Busato, Marketing Manager Galileo Visionary District -SID



10.15

La comunicazione di impresa nell'era del Responsible Business
Massimiliano Ventimiglia, Founder Onde Alte

10.45

Raccolta dei feedback delle imprese e conclusioni
Confindustria Veneto SIAV S.p.A.

11.00

Chiusura del webinar

Italian partners Confindustria Veneto SIAV and University Ca' Foscari of Venice organized and carried out the second Info Day for AVMs in date 2nd December 2020. The info Day for AVM had been repeated in COCO4CCI project period 4, due to the failure to reach the target group of participants from Advanced Manufacturing Companies.

Project relevance:

The info Day event is based on the Manual for Info Days (Deliverable D.T3.1.4). The piloting is described in D.T3.2.1.

The info Day has been a very important event to engage AVMs companies on the project piloting phase.



Participants:

2° AVM Info Days - Number of Participants: 2 CCI and 6 AVM and 8 partners' representatives

Event

DESCRIPTION

During the meeting, we tackled the 3 COCO4CCI dimensions (technology, future trends and mind-set). We showcased good practices in various fields, such as the Artificial Intelligence, and we presented concrete benefits a cooperation between CCIs and AVMs can bring.

The event foresaw the following speakers:

Prof. Giovanni Vaia, Università Ca' Foscari

Gabriella Bettiol, Confindustria Veneto SIAV S.p.A.

Elisa Gritti, Università Ca' Foscari

Alberto Busato, Galileo Visionary District - Dipartimento scuola italiana di design

Chiarajenny Dellomonaco, scuola italiana di design

Massimiliano Ventimiglia, Onde Alte

The topics covered in the webinar were:

- Introduction to the COCO4CCI project, Prof. Giovanni Vaia, Università Ca' Foscari
- Presentation of the COCO4CCI: activities and opportunities, Gabriella Bettiol, Confindustria Veneto SIAV S.p.A.
- The COCO4CCI Road Map, Elisa Gritti, Università Ca' Foscari
- Strategic Design Thinking, Alberto Busato and Chiarajenny Dellomonaco, Galileo Visionary District Dipartimento scuola italiana di design
- Corporate communication in the age of responsible business, Massimiliano Ventimiglia, Onde Alte
- Feedback and discussion

The info Day for CCIs focused on CCI innovative cases and on the contribution CCIs can make to the revitalisation of certain areas such as communication, process rethinking, technological adaptation and mindset change.

First, the Italian school of design presented its intervention: "Designing with user experience at the centre". Here they reflected on the importance of the designer as a facilitator of change, focusing not only on the functional concept of the product but also on the experience that follows it.

Then, Onde Alte raised the challenge for companies to act and take a stand against climate change, pointing to be leader in the change as a milestone, following the principle "From best companies in the world to best companies for the world".

LESSON LEARNED

This infoday was created to involve more AVMs. The whole COCO4CCI project partnership found a diversity in the involvement of CCIs and AVMs. Generally, AVMs were more reluctant to get involved in the project. We therefore decided to differentiate the topics covered from the first webinar and to address experts in those areas that are in high demand by companies.

FEEDBACK

The Info Day reached out 16 external participants representing different sectors (steelworks, manufacturing of modules, leather and pipelines, communication, marketing, consultancy). Participating companies have shown interest in the potential of digital technology and seem to be keen to explore new collaborations that can open up not only the relaunch of the communication of goods and services, but also review methodologies and production processes.

In particular, there was an interest in working on:

- Product Innovation;
- Marketing and Communication;
- Cultural Heritage
- Company's storytelling

FOLLOW UP

After the first online Info Day, SIIV, in consultation with UNIVE, prepared a survey to be filled in by participants in to better understand the services the CCI can offer to AVMs and in which areas they would like to cooperate.

During the phase "Companies' visits and checklists" we are continuing to explore deepen the real interest of CCI and AVM to cooperate in concrete projects.

PHOTOS

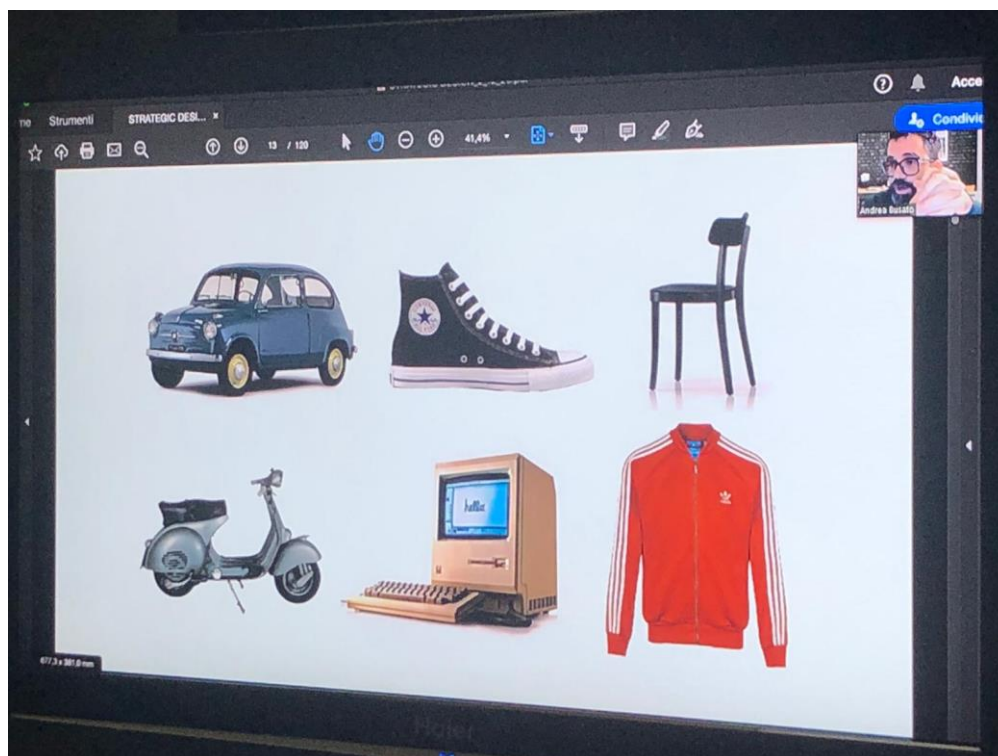


Figure 1 - II Info Day for AVM - 2nd December 2020

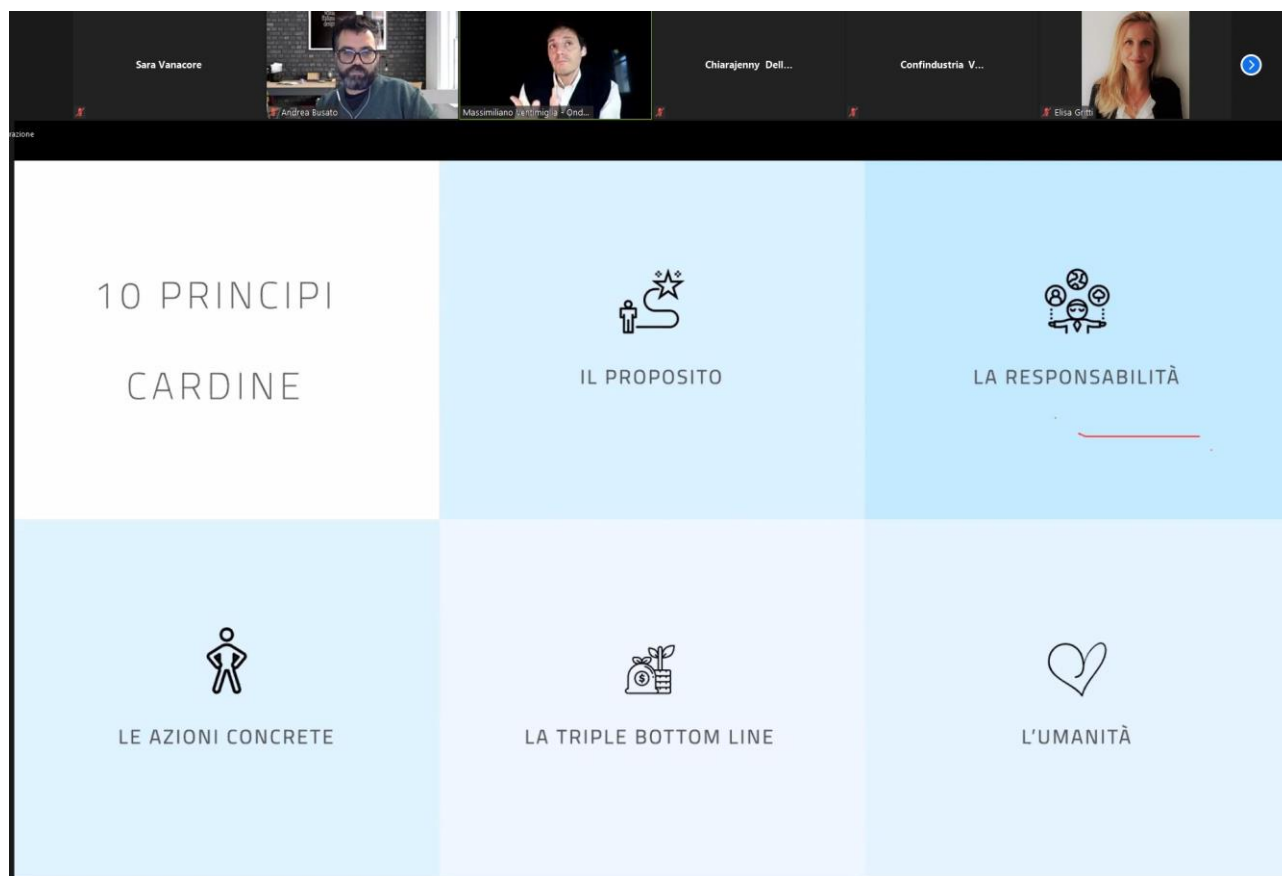


Figure 2 - II Info Day for AVM - 2nd December 2020

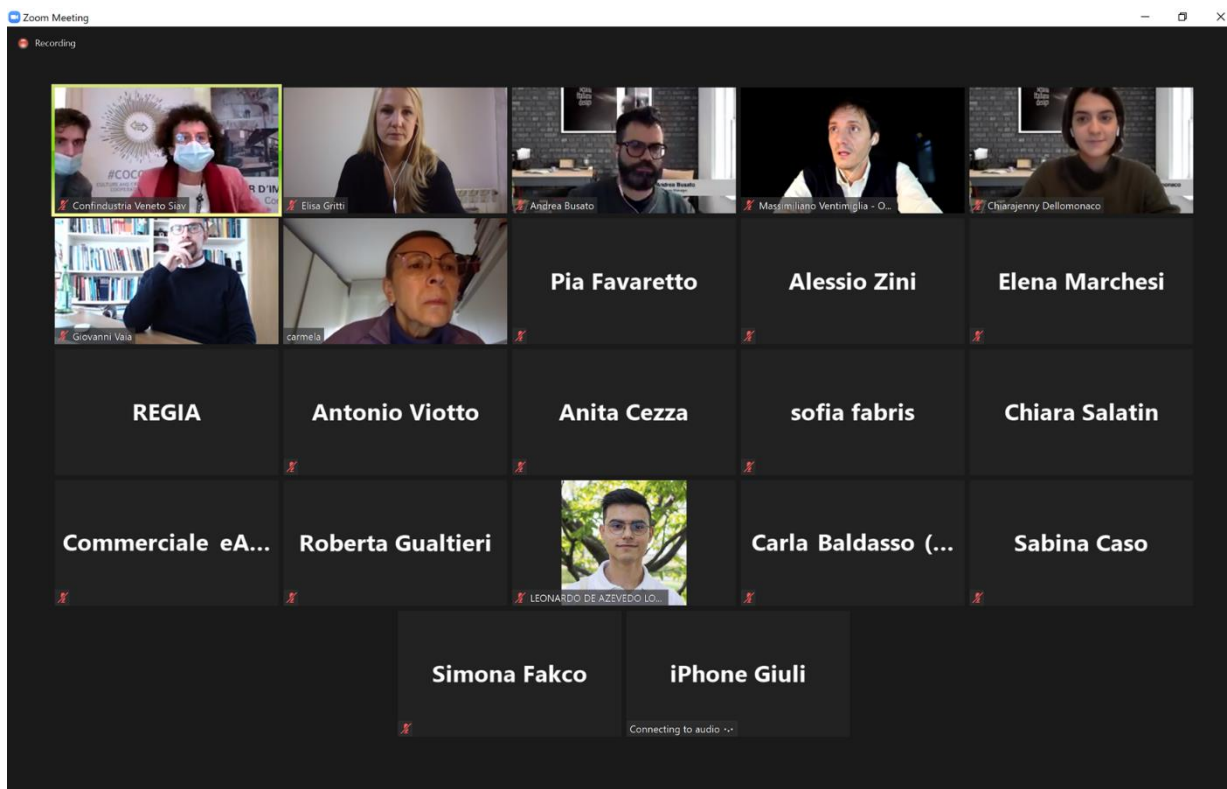


Figure 3 - II Info Day for AVM - 2nd December 2020

ANNEX 1: Agenda

- 9.30 Introduction Prof. Giovanni Vaia, University Ca' Foscari of Venice
- 9.35 Presentation of the project COCO4CCI: activities and opportunities Gabriella Bettiol, Confindustria Veneto S.p.A.
- 9.40 Road Map of the project COCO4CCI Elisa Gritti, Università Ca' Foscari
- 9.45 Strategic Design Thinking, Alberto Busato and Chiarajenny Dellomonaco, Galileo Visionary District Italian design school department
- 10.15 Corporate communication in the age of responsible business, Massimiliano Ventimiglia, Onde Alte
- 10.45 Feedback and discussion
- 11.00 Conclusion