

MATCH-MAKING VIA OPEN INNOVATION

SLOVENIA

Version 1
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Project relevance:

The report describes the activities implemented under D.T3.3.2 Match-making via open innovation, DT workshops.

The main activities were the challenge pitch (and the preparation of the challenge pitch) and the solutions pitch. These events were integrated with other project activities such as the workshops and the study visit to the AVM company.

The process

The activities started with meetings with different AVM companies in order to win them for collaboration in the project in summer and autumn 2020. Both, creatives and AVMs were invited to trend workshops, which focussed on future design, service design and on circular design during autumn 2020.

This was our first round of piloting activities. We decided to focus on the plastics sector. Three companies from that sector had prepared challenges and were ready to explore a collaboration with creatives.

In order to manage the expectations of the AVMs and to better define challenges suitable for collaboration with creatives, we organised a meeting with the AVM companies. While the initial meetings with the AVM companies were f2f, all other events were organised online, due to the meeting restrictions of the pandemic.

With the support of a facilitator and under the responsibility of RRA LUR, eight (8) creative companies (Brand Design Studio, Studio Žetko, Ajda Marič s.p., Andraž Rudi Vrhovšek, JJK Design, Kreatif oblikovanje d.o.o., Tak kolektiv in Nina Malovrh s.p.) were selected in an open call to participate in the challenge pitch, the match-making process.

After the challenge pitch, CCIS organised company visits for the creatives to each of the AVM companies.

In the middle of March 2021 was the solution/idea pitch event at which the creatives presented their solutions to the three AVM companies.

Events

The Pitch preparation workshop with the AVM companies

Date: 28.1.2021

Participants:

- 3 AVM companies: Plastika Skaza, Plastika Virant and Rugar Plastika
- RRA LUR and CCIS
- Facilitator: servis8



Agenda:

- Welcome and introduction
- About COCO4CCI
- Presentation of the Match-making process (events and timeline)
- Discussion of the challenges
- Open questions

This meeting was essential to manage the expectations of the AVMs and introduce them to the match-making process. It was also important to learn more about the challenges and what type of profile they were looking for.



The Pitch event with the AVM companies and creatives

Date: 11.2.2021

Participants:

- 3 AVM companies: Plastika Skaza, Plastika Virant and Rupar Plastika
- RRA LUR and CCIS
- Facilitator: Servis 8
- 5 creative companies (Andraž Rudi Vrhovšek, JJK Design, Kreatif oblikovanje d.o.o., Tak kolektiv in Nina Malovrh s.p.)

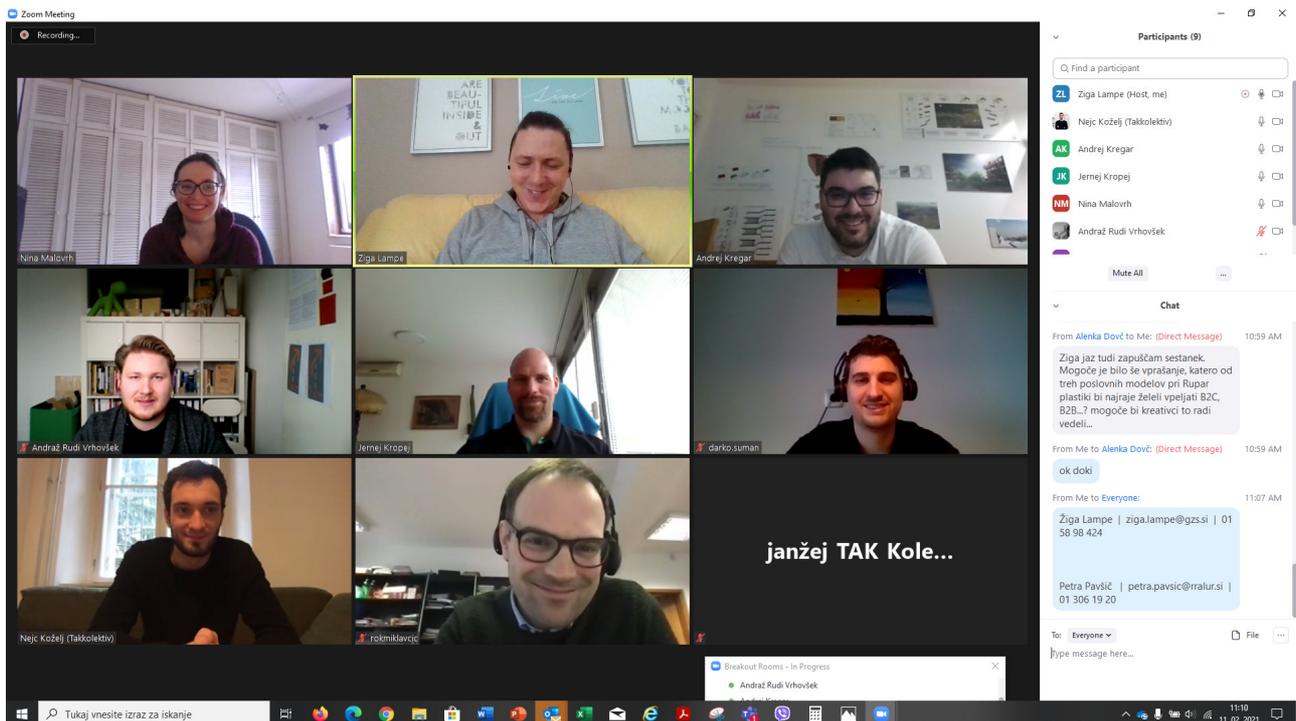


Agenda:

- Welcome and introduction
- About COCO4CCI
- Presentation of the Match-making process (events and timeline)
- Presentation of the challenges
- Questions and answer session
- Next steps

The presented challenges were the following. Two challenges dealt with a very similar topic, the design of a sustainable food packaging in the home and the gastronomy area/food delivery. The third challenge was in the area of service design and was about the individualisation of cosmetic products and packaging. The challenge was prepared by Plastika Virant together with their customer the cosmetics producer Afrodita.

After the presentation of each challenge, there was the possibility to ask questions to the AVM.



With each AVM we organised a company visits for the creatives. Due to the pandemic, they were also organised online. They were on 2. and 3. March 2021 (described in deliverable D.T3.2.3). All company visits had the same agenda as shown below for the company visit in Plastika Skaza. From the point of match-making, we can say that the company visits were an essential part and an opportunity for the creatives to learn more about the company, their mindset and ambition. An advantage was that we offered an individual session with the company’s management for each creative. Disadvantage was of course that it was online, which makes communication and trust building more difficult.



The training for CCIs - Pitch preparation workshop

Date: 22.2.2021

Participants:

- 3 creative companies (Andraž Rudi Vrhovšek, JJK Design in Nina Malovrh s.p.)
- RRA LUR representatives
- Expert for the solution pitch

The screenshot shows a Google Slides presentation titled "COCO4CCI_Struktura za predstavitev izzivov". The main slide content is as follows:

Click to add title

Okvirna struktura predstavitve konceptov

- Kdo smo - predstavitev ekipe in kompetenc
- Kako smo prvotno razumeli izziv
- Kako smo se lotili reševanja izziva - proces
- Kako se je naš koncept spreminjal - od prvih skic do končnega koncepta
- Kaj nas je v procesu presenetilo in zakaj smo sprejeli določene odločitve
- Predstavitev predloga koncepta (zakaj, kako, kaj)
- Vprašanja na katera bi morali še odgovoriti
- Predlog nadaljnjih aktivnosti (kako bi izgledal nadaljnji proces).

Okvirno trajanje posamezne predstavitve: 18 min.

The slide footer contains the text "TAKING COOPERATION FORWARD" and the number "3". On the right side of the slide, there is a video call interface with five participants: Petra Pavšič, Ana, Nina Malovrh, Jernej Kropelj, and Andraž Rudi Vrhovšek.

Prior to final step of the process RRA LUR implemented training for CCI representatives to be prepared for the solution pitch. The training was important for the CCIs, they were provided with specific knowledge in three steps: 1) How to grab the attention of the audience, 2) How to take the AVMs on a clear and logical journey, and 3) How to leave AVMs with a compelling call to action.

Idea/Solution Pitch Session

The final step in the match-making process was the presentation of the solutions / ideas for solutions.

Date: 17.3.2021

Participants:



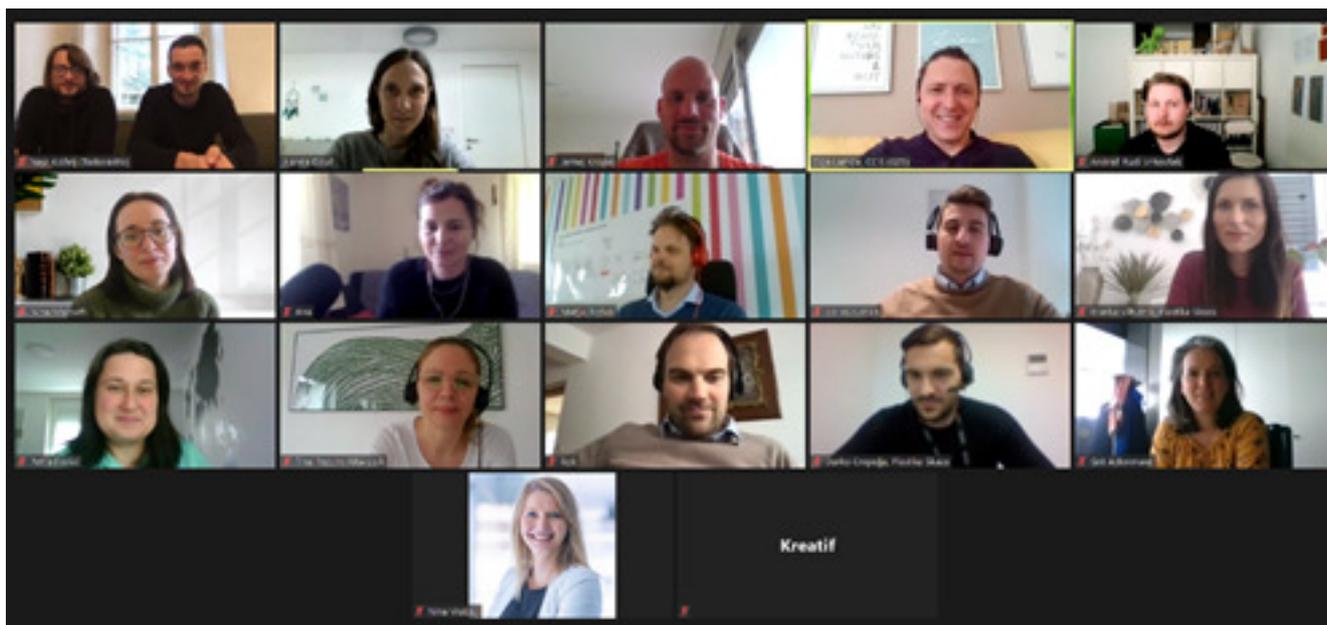
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- RRA LUR and CCIS
- Facilitator: servis8
- 5 creative companies (Andraž Rudi Vrhovšek, JJK Design, Kreatif oblikovanje d.o.o., Tak kolektiv in Nina Malovrh s.p.)

Agenda:

- Welcome and introduction
- Presentation of the solutions
 - Plastika Skaza
 - Plastika Virant
 - Rupar Plastika
- Feedback session

All creatives had agreed to present their ideas in front of the audience (the other creatives). The creatives presented their ideas/solution, the AVMs commented on the presented idea or asked for additional information.

In the end was a short feedback round with all participants on how they experienced the match-making process.





Follow-up activities

We, the project partners met with the facilitator for a debrief on 18.3.2021 to discuss what worked and what didn't and we focussed on the preparatory activities, the match-making itself, the final event, as well as proposals for improvement.

We did also a follow-up with the AVM and the creatives, but despite of the very good ideas presented, there was no successful match in this piloting round.