

SUCCESS STORIES & LESSONS LEARNT



Three years of facilitating cross-sectoral
collaborations between Advanced Manufacturers
and Creative Industries



#COCO4CCI



INTRODUCTION

The project COCO4CCI sets its aim at encouraging cross-sectoral collaborations between the Advanced Manufacturing industry (AVM) and the Cultural and Creative Industries (CCI). Cross-sectoral collaborations can lead to innovations, new processes and product development. CCI and AVM represent two different worlds, with different methods of solving and approaching challenges. Having both worlds collide, results in changed perspectives. Looking at the same process and products with a changed perspective can open up new and exciting opportunities. The collaboration collider prepared the path for long-term cross-sectoral collaborations, which have the possibility to positively change pressing issues like the climate crisis.

Over the course of 3 years, 6 countries and piloting locations put all their effort into approaching AVMs and CCIs and to motivate them to dare to collaborate. Through workshops, specialized matchmaking formats and many individual meetings, the COCO4CCI partnership sparked the flame of a minimum of 30 cross-sectoral collaborations all over Europe.

To show the power of these collaborations, we will present some of our best practice collaborations on the following pages.



our stories

SUCCESS STORIES



Photo: CREATIVE ROBOTICS

AUSTRIA

Furniture production requires a work shop, several tools and therefore is not very flexible to switch locations spontaneously. This is status quo and is rarely questioned. Until now! KUKA and the creative scene of Upper Austria revolutionized the furniture scene by developing a mobile micro-factory, capable of moving around and printing wood-based furniture onto any kind of surface.

The CHALLENGE

Robots are used in a wide variety of manufacturing processes at industrial scale, and are implemented whenever there is a need for manipulating activities or to perform repetitive work steps. Traditionally, industrial robots are permanently mounted at the production site and perfectly integrated into a pre-defined workflow and optimized along the entire process chain.

Kuka, a manufacturer of industrial robots and systems for factory automation, teamed up with the creative scene and local institutions such as the Laboratory for Creative Robotics at the Linz University of Art, the FabCity Initiative, the Institute of Polymer Product Engineering at JKU Linz and Wood K plus to explore alternative implementations for robots in manufacturing.

The goal of this collaboration was clear: Use robots for individual and flexible production within the furniture industry using bio-based materials. The challenges along the way were diverse and addressed issues like the general production process, safety and security issues and the robots itself (soft- and hardware).





The PROCESS

This specific project idea and developed system is resulted out of a long-term matchmaking process and interdisciplinary cooperation between the main players.

In order to address the challenge, the project team put their individual expertise and skills together and designed a first prototype: Based on a remote-controlled vehicle with caterpillar tracks, a robotic arm was installed which in turn was equipped with a 3D printing attachment. The robot was set up to scan its specific surroundings and environment and adapt the blueprint of the object accordingly. Based on those adapted blueprints the robot would individualize and print the furniture piece perfectly matching the local environment, balancing out uneven surfaces or odd spaces.

To ensure the sustainability aspect and innovative approach, the project team decided against the common 3D printing tactics, which uses regular polymer filaments as raw material, but instead chose to extrude a biopolymer containing wood on site. This allows different compositions of the furniture and fluid transitions.

The RESULTS

With the prototype on hand, defying all initial concerns like production process, safety issues and the questions on the choice of the right hardware and software, the next step was to test it in a real-life scenario. At the Ars Electronica festival in Linz the mobile factory made its debut and demonstrated that a location-independent production of furniture is no longer a dream of the future.

With its proof of concept, the project team has demonstrated that a mobile micro-factory can already be prototyped by using products available on the market today.

Furthermore, the use of extruded biopolymer is an absolute novelty. Unlike filament-based printing, this prototype proved that it is possible to mix different materials, like wood derivatives and thus change their properties. Several different polymers of Wood-K-Plus were tested and used in the project, opening up a whole new world of possibilities.

BLURB

Imagine 3D-printing wood-based furniture piece, like a sun bench right into the landscape, wherever you want it to be placed. Sounds too futuristic and “unlikely”? The mobile factory by a broad collaboration within the Upper Austrian Creative Scene and Kuka made it happen and prints furniture wherever it goes.



Photos: CREATIVE ROBOTICS



Photo: BC Hackathon

GERMANY

Themed „In the name of Coopetion: Shape the future of decentralised platform economies“, a three-day Blockchain developer marathon took place from 12 to 14 November 2021, with an awards ceremony on the evening of 15 November 2021. The hackathon took place entirely online, making it possible for blockchain enthusiasts from all over the world to participate. Participation was open to everyone. You did not have to be a blockchain expert to join. The Hackathon was divided in the three main tracks “Finance”, “Mobility” and “Industry”, all supported by companies bringing in real uses cases and challenges.

The CHALLENGE

The hackathon had different challenges. The Industry challenge was posed by Allianz: Industrie 4.0: „Redefine the current linear value chain of manufacturing system using decentralized platform economy and autonomous organization system.“ Based in the current strictly linear value chain of manufacturing systems (e.g. in the automotive sector the OEM (Original Equipment Manufacturer) relies on Tier 1 suppliers, they in turn rely on Tier 2 suppliers, and so on), there are several new developments which may pose issues for Status Quo:

The Tier status of Original Equipment Manufacturers (OEM): OEM have a very dominant role in the overall system. This system is however changing from a hardware (tangible assets) oriented approach to systems where software and data will play a more dominant role. This may lead to a change of tier status of OEM and IT platforms becoming the head of the value chain

Decentralization and autonomy: As new trends emerge, promoting decentralization and autonomous systems, current central platform operators (e.g Azure, Amazon Web Services or Google) may become redundant and disappear and the platforms in the middle, like Uber, Booking or AirBnB may lose their dominant market role as a fully distributed system is able to match and execute transactions without their central matching service. If we imagine to extend this trend in the manufacturing sector, we understand that could result in the conversion of each robot / manufacturing machine to become organized as a single autonomous company acting as profit center.

The new value generation network: This means if an entity needs raw material/subcomponents, it can order those autonomously from another entity. The raw materials/subcomponents are then further elaborated and sold to the next entity and a value generation network is established. Different entities compete, and the different procurements processes are executed in a highly autonomous manner. This may also include the autonomous scheduling of maintenance processes up to the preparation of the annual tax declarations and annual balance. Assuming a future of highly autonomous acting manufacturing systems as micro entities, solutions for the transactions between these entities are needed, which allow a highly autonomous and flexible manufacturing environment.

Based on this scenario the participants were asked to provide solutions for: procurement, buying selling the raw material/products, self-organizing maintenance processes (detecting, ordering, buying,...) and interacting dynamically in an environment where to the very large extend each robot is organized as own administrative domain (own company).





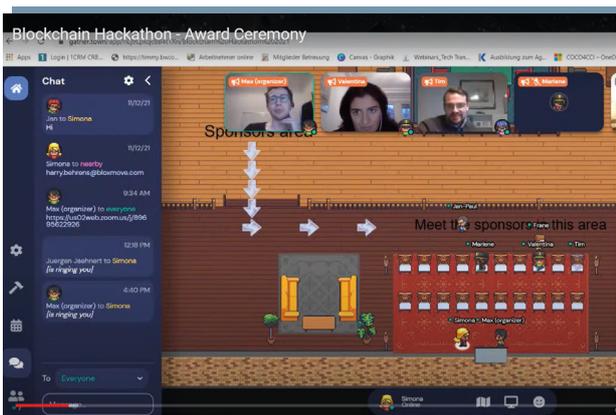
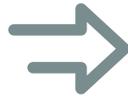
The PROCESS

The business initiative Baden-Württemberg: Connected e.V. (bwcon) and blockLAB Stuttgart e.V., together with the partners and sponsors of the developer marathon, gave the participants various tasks to be solved in teams within three days. Prizes worth 10,000 euros were awarded in six categories for the most visionary concepts. The concept of co-competition is an approach to counteract the current developments in digital marketplaces. Co-competition means cooperation at the infrastructure level and „competition“ at the application or product level. The focus is on co-operation with third parties in the development and operation of digital platforms as well as competition in terms of new products and services. This new and promising field of co-competition was explored in more detail at the Blockchain Hackathon 2021 in the context of three Challenges. In this context, the participants discussed the key question „What opportunities arise from blockchain-based networks as a counter-model to digital monopolies?“ over three days. Twelve teams were formed from the participants of the hackathon, which developed innovative scenarios, prototypes and ideas using blockchain technology. The resulting concepts were then presented to a jury of experts. In each category, experienced and established companies were on hand to advise the participants - but they also addressed the teams with current challenges and use cases.

The RESULTS

Eight teams submitted a project at the end of the hackathon. The jury selected the most promising concepts from all the submissions. The jury considered the team AISpace to have the best technical implementation. AISpace aims to create a decentralised, collaborative, trustworthy and autonomous marketplace for AI assets by combining blockchain, semantic web and privacy-friendly computing technologies. The AISpace team also won the Industry Challenge. Team SherGome developed a controllable, traceable and verifiable intellectual property sales platform for the fashion industry. As they are already well versed in the world of fashion, they bring the necessary know-how in the areas of fashion, sales, marketing, product development and UI/UX.

Here are the winning ideas:



Photos: bwcon

BLURB

Solving challenges to refine and rethink linear value chains need creative, multi-disciplinary expertise. At the hackathon “In the name of Co-competition: Shape the future of decentralised platform economies” several teams were trying to solve pending topics on Industry, Finance or Mobility. Over the course of three days 8 teams reimagined a new future and proved the power of collaboration.





Photo: Confindustria Veneto SIAV Spa

ITALY

Covid-19 has posed many challenges in today's world, especially for sectors relying heavily on inter-personal exchanges and personal relationships, like business meetings or trade fairs. SAC Serigrafia, an AVM company specializing in the production of customized screen-printing products, identified the need to develop a strategy for their participation (both online and offline) at the prestigious trade fair "HOST 2021." Based on the COCO4CCI matchmaking process, facilitated by Confindustria Veneto SIAV and Ca' Foscari University, SAC Serigrafia was introduced and matched with several creatives to design a compelling hybrid presence and platform.

The CHALLENGE

SAC Serigrafia is located in the province of Treviso and specializes in the production of customized screen-printing products, relying on an unlimited range of colors, materials, shapes and finishes to achieve unique effects. Since 1966, SAC Serigrafia has never ceased to grow in terms of know-how and production quality, creating consolidated partnerships with companies in a wide range of sectors, from industry to automotive, fashion and packaging. During the pandemic, they encountered the challenge of how to present the company accordingly at the trade fair "HOST 2021." The main requirements were to find an attractive and creative hybrid format that they could replicate and adapt for future trade fairs. This should include new digital services for visitors, which will make them feel like they can almost touch the presented masterpieces and collectors' items, such as prints and stickers on fashion shoes, screen printing on various racing car parts or prints on glass bottles and wood.

To solve this challenge the following CCIs were invited to draft a creative, unique, and innovative solution:

- 1) PUNTOVENTI: a communication agency specialized in the design, conception and organization of corporate and private events, as well as in the implementation of communication projects
- 2) MB MULTIMEDIA: a creative agency that offers multimedia, web, event and broadcasting services
- 3) NIEDERDORF ITALIA: a training service provider that works with organizations to make them prosper and grow through the development of their human resources, specifically by developing projects to align human resources with business objectives.

All these CCIs had a strong need to make themselves known and establish themselves among local small and medium-sized manufacturing companies by supporting them in choosing the most innovative communication channels and tools offered by the market. (1886)





The PROCESS

Under the title of “Re-Thinking International Business Meetings” Confindustria Veneto SIAV and Ca’ Foscari University facilitated a step-by-step collaboration process:

1. **Mindset preparation:** The first step was to sensitize all participants to the topic of international communication, including factors like cultural differences and stereotypes as well as the role of technology.
2. **Challenge Pitch:** After defining the challenge with the help of Confindustria Veneto SIAV and Ca’ Foscari University, SAC Serigrafia pitched its challenge to the creatives.
3. **Future Trends and Technologies:** In these workshops the CCIs explored new technologies and trends relevant to the challenge. The first collaborations between CCIs occurred in this stage, and several creatives (Niederdorf, MB Multimedia and Puntoventi) pooled their expertise and competences.
4. **Company Visits:** Getting firsthand insights of the AVM and their operations.
5. **Individual Visits:** The group composed of the three CCIs met the AVM and exchanged more technical details about the project proposal.
6. **Solution Pitch:** Niederdorf, MB Multimedia and Puntoventi presented their proposed solution to SAC Serigrafia.

The RESULTS

The proposed concept for the hybrid trade fair stand was illustrated and explained through a 3D model. However, to ensure a holistic approach, the design starts long before the actual event takes place, based on the “BAD” (Briefing, Action and Debriefing) methodology:

B - Briefing: The concept starts from the moment the fair is designed, ensuring strong internal communication. Commercial aspects of the fair will gain particular attention, as well as the definition of who the participants will be and who SAC Serigrafia wants to win as potential customers.

A - Action: During the fair, a digital events portal enables remote participation and includes new digital services for visitors enabling them to encounter and almost touch some of the masterpieces and collectors’ items realized by SAC. It includes the active presentation of the company’s employees, encouraging to get in contact quickly and effortlessly. Furthermore, the platform also features a 3D graphic projection of the fair stand, where the products by SAC Serigrafia are displayed, representing the company’s technological progress.

D - Debriefing: This new matchmaking function makes it possible to create new contacts and keep existing ones active, with a view to fostering relationships with potential customers through a new graphic design.

BLURB

How to stand out in digital and hybrid trade fairs, and accurately represent a company’s drive for innovation, creativity and passion for new processes and technologies? A collaboration of three creative agencies (Niederdorf, MB Multimedia and Puntoventi) developed a one-of-a-kind concept for SAC Serigrafia to present the company and its products in a unique way, while also ensuring an easy and intuitive matchmaking process with existing and new customers.



Photos: Nicola Pasin - MB Multimedia, Valentina Gagliardo - Niederdorf Italia, Gabriele De Boni - Puntoventi





Photo: albus fotogaleria artboard

SLOVAKIA

Urboped Albus is an innovative solution for parcel deliveries in heavily urbanized areas. Triggered by the COCO4CCI project, a collaboration was formed between Barney, a creative studio, and e-Sense Slovakia, a company focusing on research and development in the field of e-mobility, industrial automation and production. Based on the identified challenge for last-mile parcel deliveries the collaborating partners conceptualized a vehicle and joined in building a 3D printed prototype. Its innovative character and exquisite design have already attracted a lot of interest and Urboped Albus was chosen to be showcased and presented at the pavilion of the Slovak Republic at the Dubai Expo.

The CHALLENGE

The last mile for parcel deliveries is often the most time and cost-intensive. In order to design a flexible and innovative solution for heavily urbanized areas Barney Studio and e-Sense Slovakia joined in a collaboration. Barney Creative Studio is an established creative agency that supports its customers with a large pool of services like PR campaigns, communication strategies, web designs or copywriting. They count several big international companies, like Redbull and Novartis, among their loyal customers. Barney Studio recently formed a new branch with a strong focus on sustainability topics related to the circular economy.

e-Sense Slovakia is an engineering company with nine years of experience in prototyping, conceptual and product design, and technical solutions in the field of industrial engineering. Their scope of interest is quite broad from e-mobility and transportation technology to Unmanned Aerial Vehicles, production technology as well as energy efficient and green solutions. Based on a previous, successful collaboration between both companies, they identified the need for a delivery service innovation that corresponds to a global need. Together, they combined the needed skills, expertise and experience to tackle such a complex challenge and product.

The PROCESS

The collaboration was based on the educational video “Prototyping as a Process,” developed and produced by the COCO4CCI project. The video provides great general insights into the process of prototyping, including case studies and a step-by-step guide, prepared by Colab a.s. / e-Sense Slovakia s.r.o.





The prototyping process for Urboped Albus started with in-depth market research of the market requirements and potential customers. With the help of SWOT analysis, Design Thinking as well as rapid prototyping and Lean Startup methodologies the initial idea transformed into a proof-of-concept model with the basic technical specification of the Urboped Albus vehicle. Throughout the process the project team and relevant stakeholders met on regular basis for updates and discussions on next steps.

Each of the partners provided their expertise and experiences that blend perfectly into the smooth and productive cooperation. e-Sense Slovakia tackled the technical side of the project, prototyping guide and project management and Barney covered market requirements, general ideas and product design with the branding.

Albus Urboped has now reached the feasibility step. A 3D printed prototype was produced to attract investors and venture capital money and the first letters of intent were signed to ensure support for the fundraising phase of the project.

The RESULTS

Urboped Albus is a new solution to improve the accessibility and flexibility of delivery services in densely populated areas. The vehicle, with its small dimensions, can easily find parking within cities with limited parking, ensuring the highest flexibility possible. The modular containers provide added value for customers. They serve as extended carriers for consignments and are detachable from the Urboped Albus vehicle. Each container has a special safety electro-magnetic lock embedded, which is operated using the central programming unit running on the Linux operating system. To ensure data security the software, in form of a digital mobile/desktop App, creates virtual copies of the users' essential data encrypted and represented in the system as alphanumeric codes. The operating system enables unlocking the exact user dedicated slot in the container to pick-up their consignment as soon as they provide the correct ID information created by the App. These measures increase the operational safety and comfort significantly as well as help with the decentralization of the delivery and management processes. Meanwhile, its hybrid powertrain ensures a decreased output of pollution and contributes to cleaner cities.

Once enough funds are available, the collaboration will continue. The necessary engineers and the research and development activities are already identified and projected for smooth and long-term product development.

Dynamic visualization of the concept:



BLURB

Prototyping is a quick and efficient way of getting results fast and for iteration according to actual needs. Following a step-by-step guide Barney Studio and e-Sense Slovakia explored the development of a prototype for a jointly defined challenge. As a result, they developed an out-of-the-box solution and vehicle to flexibly and efficiently deliver parcels within heavily urbanized areas: Urboped Albus.



Photos: albus fotogaleria artboard



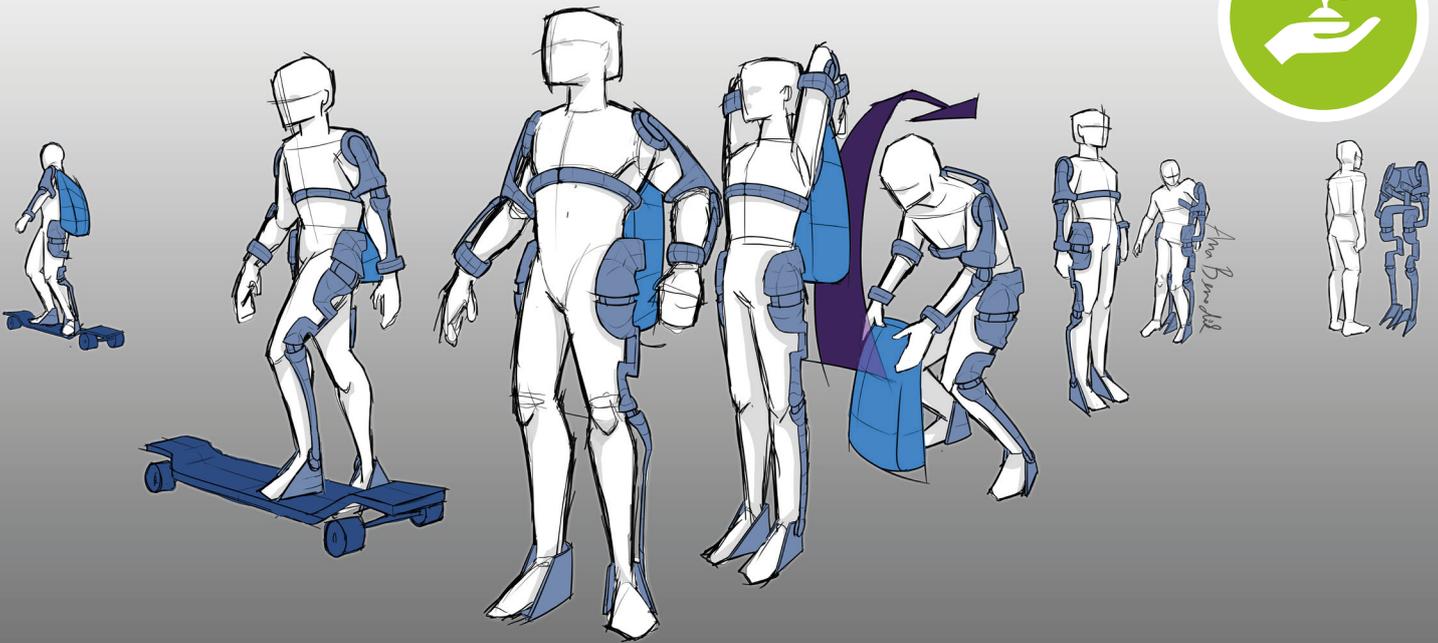


Photo: Ana Benedikt

SLOVENIA

How do you transport heavy objects through an area, like an urban city center, that is primarily dedicated to pedestrians and closed to any fossil-fueled vehicles or motorized scooters? This question is posed by many urban residents and businesses and thus far was always interchangeably connected with a big bureaucratic and time-intensive process to obtain special permits.

To tackle this challenge CAP nautica and Tri-Pis design studio teamed up. With the expertise of CAP nautica, one of the leading development centers for urban mobility, as well as Tri-Pis, a well-recognized studio in the field of urban mobility and design, a perfect match and collaboration was created. Together they started developing innovative and new ideas, ready to revolutionize urban transportation.

The CHALLENGE

CAP is one of the leading development centers of urban mobility products and the only European manufacturing company in this field. The development of innovative urban mobility products, like their globally recognized brand “OLAF scooter,” has earned them several international awards and made CAP a market leader for urban mobility concepts.

To go a step further, CAP decided to improve their offer and address challenges for urban mobility that haven’t been solved yet: In city centers, many areas are mainly pedestrian zones and prohibit the entry of fossil-fueled cars, as well as any motorized scooters. This makes it challenging for business owners or residents to transport any sort of cargo, heavy objects, or deliveries. So, CAP decided to develop a new urban vehicle: “OLAF Cargo.” Having the technical knowledge and expertise on hand, CAP needed creative assistance for good, innovative, and sustainable results, as well as to adapt the design and look to fit the customers’ and cities’ needs.

With the help of the COCO4CCI matchmaking process, a perfect match was found with the Tri-Pis design studio, which has extensive expertise and knowledge in the field of urban mobility and product design.





The PROCESS

Over the course of one year, CAP and Tri-Pis were supported by CCIS and RRA LUR to strengthen their collaboration and cooperation. Initially, the challenge was formulated, and key-attributes defined: OLAF cargo should be a vehicle that's fashionable, sustainable, and suitable for cargo deliveries. In a matchmaking process, CCIS and RRA LUR introduced the collaboration partners, who bonded over shared values, like usability and sustainability in design and production, as well as Design Thinking as their preferred method for product development.

The development of the product idea was fully based on the Design Thinking methodology and included several different aspects, ranging from urban, humanistic, and ecological impacts on urban mobility.

Sharing the same values and methodologies resulted in an appreciative and constructive working atmosphere as well as a collaboration on eye level. The same approach to problem solving was an assurance of good collaboration between the companies in which they developed an upgraded idea of OLAF Cargo vehicle and even long-term collaboration plans between CAP and Tri-Pis.

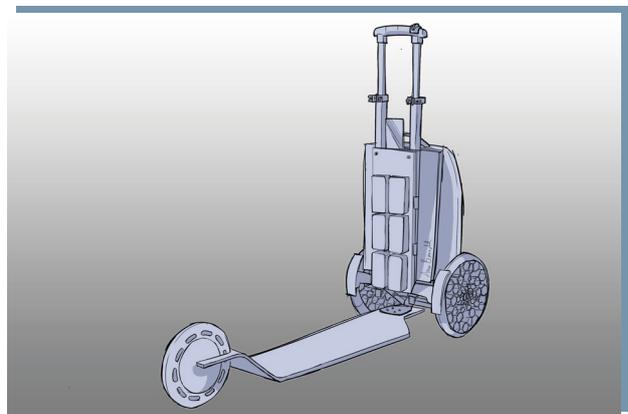
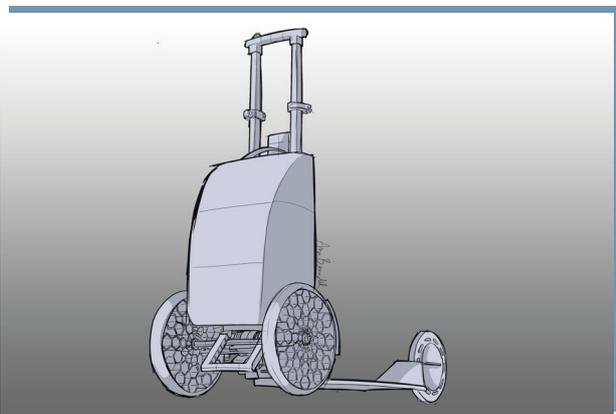
The RESULTS

This collaboration resulted in a detailed product design for OLAF cargo, ensuring a sustainable alternative to urban mobility.

What's more, both companies benefited greatly on an individual level: On one side CAP's project idea was successfully upgraded, while on the other Tri-Pis successfully implemented its services and linked itself with a successful AVM. Both companies are very satisfied by the outcome and decided to continue their work together. To do so, they successfully applied for funding to finance the development and testing of the OLAF cargo prototype and raised nearly 35,000 EUR to kick off their collaboration.

BLURB

"OLAF Cargo" is the answer to cargo mobility for urban areas that prohibit fossil-fueled cars or motorized scooters. CAP nautica teamed up with the design company Tri-Pis to develop a modern, sleek and sustainable vehicle, which blends in perfectly into its urban environment and solves inner-city challenges concerning cargo, business deliveries or even for personal use.



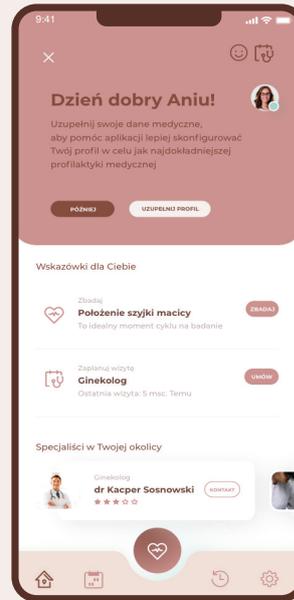
Photos: Ana Benedikt



evaluation of vaginal pH levels

vaginal temperature measurement

connection to the app



Mini-laboratory connected to the app enables:

- discreet and gentle cervical condition checkup
- early detection of intimate infections
- online connection with a gynecologist

POLAND

One of the leading and potentially most effective projects resulting from the cooperation between designers and manufacturers that was achieved during the COCO4CCI project is the MOJA Project. It is a tangible proof where the bold thoughts of designers and production experience lead to the creation of a new market value with considerable potential. The challenge undertaken by the creators of this project is a perfect example of the conscious building of new values based on project tools and methodology, expert knowledge, research and analysis, and market indicators.

MOJA is a designed vaginal „mini laboratory“ integrated with a mobile application. The project involves the development of a physical device as a „mini-laboratory“ supporting the prevention of cervical cancer, in the form of a vaginal sensor integrated with a mobile application for regular monitoring of basic parameters, important for further gynecological diagnostics. The device has built-in measuring functions, a module for communication with external devices, it is to have removable caps to allow the user to adjust its shape to the individual anatomical structure. The project was presented, among others at the Łódź Design Festival, which took place in September 2021 in Łódź (Poland) and in the competition of business projects organized by the Polish Agency for Enterprise Development (PARP), where, after a several-stage selection in a group of experts, it took 2nd place out of 300 submitted ideas. Currently, it is at the stage of incubation for financing from PARP, and the further development of the project provides for funding for research and development from the EU, VC financing and market implementation planned for the beginning of 2024. Why did we choose this project? Because it surprised us. While we successfully matched companies and designers during the pandemic, we soon realized that the COCO4CCI project succeeded because designed concepts were implemented and entrepreneurs paid the designer for the completed job. The companies were easily satisfied, as the ideas were within their pre-defined parameters. We as designers wanted to push a bit further and contribute to making a change. MOJA became a project in which a team of designers created a new concept from scratch and unexpectedly became a startup which is now proceeding its development in the Unicorn Hub accelerator program. For us this concept can create a change.

The CHALLENGE

The concept was born during Summer School 2021 of which COCO4CCI was a partner. The original goal was to develop a new form of vaginal speculum. The foundations were developed during a design workshop and research phase which lasted several weeks. Thus, the market need was defined based on the analysis of needs and current solutions for intimate health and patient comfort offered by the market of medical services. Designers, producers and students of the Academy of Art in Szczecin were involved throughout the process. Currently, the project has entered the phase of preparation for market implementation.

The PROCESS

The process was divided into three major steps: Research, Brainstorming and Prototyping phase. The final results were presented during the Łódź Design Festival in the exhibition Follow the Object. This exhibition centered around these questions: How to arrange the world anew? Where did we commit errors? Can you redesign existing objects? Focusing on selected objects, understanding their cultural and social significance and redesigning it, opened up a lively debate on consumption, production, design and sustainable outlooks into the future.





We worked on the exhibition during the summer school. Eight teams worked on eight intriguing interpretations and reflections on different topics: rituals of passage for the deceased, social rituals to mark maturity, speculum and photography as symbols of visual culture. Facilitated by two art curators, Dr. Agnieszka Polkowska and Agata Kiedrowicz, the process was structured based on a careful choice of tools and methods, like context mapping, future scenarios and technological pyramid. These tools encouraged to structure and explore speculative, potential hypothesis and their context.

The RESULTS

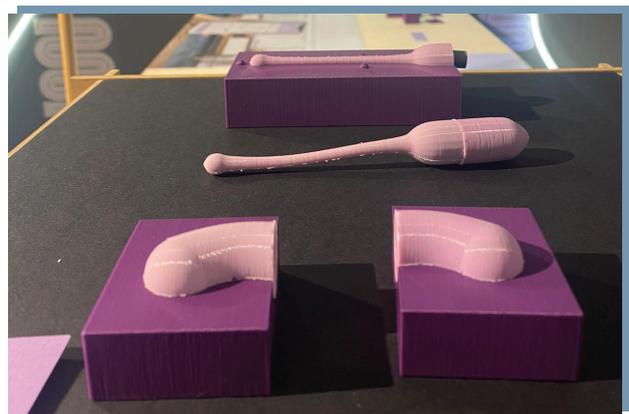
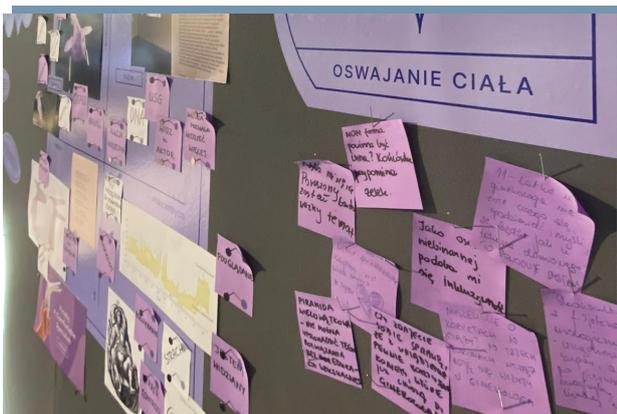
The main result of this cooperation is the developed product MOJA and service design with the hallmarks of innovation and initial indicators showing its market potential. The „mini laboratory“ consists of a housing made of biocompatible material, inside which there is a capsule with a set of meters and sensors for direct measurement, among others. Vaginal discharge density and transparency and its pH, vaginal temperature, pelvic floor muscle tone. The final list of device sensors and the resulting measured parameters will be determined in the next steps of the project after consultation with specialists from the medical industry.

The application works like a virtual guardian: It guides the user through the tests, takes care of the appropriate frequency of gynecological examinations (both independent and, above all, in the doctor's office), informs about detected irregularities, and motivates the user to perform certain activities related to intimate health. It can also store the results and make them available to a selected specialist on-line (telemedicine). An additional function is logical inference based on all collected parameters in order to determine your fertile and infertile days. By providing answers to basic questions about intimate health. MOJA allows users to get to know their own body, control changes and develop self-awareness along with the system of notifications about regular visits to the gynecologist results in comprehensive and effective intimate prophylaxis.

The solution has great global potential, with a very extensive sales market of hundreds of millions of potential customers in Europe and the USA (women 16+ in countries with universal access to knowledge and technology). The project fits into the developing sector of the Fem-Tech market and the strategic goals of WHO. Another, if not even the most important result is the approximation of the CCI and AVM areas in terms of mutual communication and the interpenetration of competences, which resulted in the establishment of a special purpose vehicle for further development of this remarkable solution. It can be concluded that the proper guidance (cooperation, care, provision of tools) of both parties can lead to surprising results and breakthrough solutions for both CCI and AVM.

BLURB

The implementation of the MOJA Project means going beyond the beaten path. Where the production experience meets the open minds of designers, supported by appropriate research and methodology, it is a place that sets new directions and areas characterized by innovative ideas. Solutions are born which represent new ways in business development, creators' awareness, influencing the market and building value for societies. A place where a new chapter (and maybe even a new story) can begin. For people, for the environment, for the world. Often it only takes small things which cause big changes in our perception and actions.



our top 10

LESSONS LEARNT



our top 10

Over the course of three years of matchmaking between creative industries and advanced manufacturers, several lessons were learned (the hard way). All of these lessons learnt are equally important and this list does not imply any ranking.

1.

Facilitator

The facilitator is the spark that initiates the whole process. Their job is to identify potential players, communicate, inspire, and motivate different parties by pointing out opportunities and potential for cross-sector collaboration.

The facilitator is not afraid to question the process and challenges all participants and can be the impetus to disrupt comfortable thinking and productive processes. Key criteria for an intermediary are empathy with AVMs and CCIs, listening, filtering relevant information, and translating it to the other party language.

The facilitator accompanies the entire process, making sure everyone is on board.

Who is the „facilitator“? A facilitator doesn't have to be just one person, but rather a small team made up of experts in their field. When sharing a challenge, it is important to have an expert in the field on hand, otherwise the challenge may be based on marketing or communications alone.

2.

Language

Many challenges and first contacts were difficult and even ended prematurely because the parties simply did not speak the same language. „Language“ does not refer to the national language spoken, but rather to terminology, the way we communicate and understand each other. CCIs feel that they may lack business knowledge and understanding of business language and behaviour, while AVMs find it more difficult to understand creative thinking and break out of the usual paths. It became quite clear that the challenges formulated had to move away from the technological formulations that AVMs wanted to use.

Some challenges turned out to be unnecessarily complicated and turned away potential CCIs because they doubted their skills and abilities. With the help of a facilitator, challenges could be broken down and a key challenge filtered out, which in turn was worded in a less detailed and restrictive way. This resulted in a challenge which ultimately was more appealing, interesting and approachable to the creatives.





3.

Expectation Mgmt.

Clear expectation management must be in place to guarantee content to participants. What can be expected and what must be delivered at each stage of the collaboration. Since the accompanying matchmaking process has time constraints, and participants should not work for free, it must be clear that these will not be perfectly thought-out solutions presented to AVMs, but rather sketches, illustrating CCI's expertise. Does the collaboration have to revolve around an idea that CCI presented during the matchmaking meetings? - NO! Matchmaking meetings are designed for the parties to get to know each other, to learn about each other's expertise and individual ways of doing things, and most importantly to see if you are compatible. Whatever happens after the match is up to both parties - after all, it's a collaboration.

4.

Trust + Time

Building trust between CCI and AVM is a key milestone. This involves trusting each other to open internal work processes, as well as trusting each other to share ideas without being shut out of the process early on. The participating parties must be willing to invest time and thus get to know each other and begin to build trust. A structured approach and a mediator can create an environment where trust can develop, however it is always important to remember that each process and participant has individual needs. This is also where the Covid-19 pandemic presented the biggest challenge: In-person interactions build trust. It was difficult to achieve this level of trust with online meetings. Large investments of time, a guided and well-structured facilitation process, and in-person meetings, whenever possible, were the only way to overcome this challenge.

5.

Commitment

From the beginning, each party needs to be committed to the process. This can be achieved through meetings, building rapport through the facilitator, where expectations, goals and process are laid out openly, making sure there are no hidden agendas. Ultimately, a commitment must be made to push forward new ideas and collaboration. When it comes to the actual collaboration it's important to define the aims of these commitments together, to become partners. Workflows include defining a timeline, milestones, responsibilities, expectations, and the mode of working together. This is where the facilitator will begin to step aside and let the worlds collide in a controlled setting.

6.

Matchmaking

Individual vs. collective matchmaking

While a collective approach helps to disseminate information quickly and find a large group of potential participants, it does not guarantee success. Especially in sensitive situations, such as the pairing of AVMs and CCIs, a more deliberative approach is beneficial. While there is never a guarantee that two parties will match, it is within the moderator's power to make sure they aren't a great mismatch. It often takes a lot of convincing, especially with AVMs, to even consider cross-sector collaboration - a negative experience can permanently undermine efforts.





7.

Presenting skills

Most matchmaking formats involve the AVM presenting their challenge and the CCIs offering an idea to solve the problem. The format that came as a surprise was that the CCI worked on something they were passionate about, with no specific AVM challenge in mind, then presented it to the AVM. In this way, AVMs saw CCI's capabilities and skills and realized for themselves the benefits that collaboration could bring. As a result, AVMs pursued a joint project with CCI because they see the potential and positive impact they can bring from the very beginning.

8.

Empathy

Approaching potential participants requires a lot of empathy. When offering trainings and workshops, don't patronize participants, but rather frame them as a great opportunity to deepen their knowledge on a topic. Stay away from statements like, „Because you are a CCI, you need to supplement your business knowledge.“

Everyone is different, just as their knowledge is different. Try instead: „How to effectively navigate cross-sector collaboration.“

9.

Letting go

As a connector and facilitator, it is a delicate balance to find the right time to let your matches go. Being the initiator of the match between CCI and AVM makes you a key component and acts as the „tape“ between the two parties.

But like any good parent, eventually the time comes to let the companies go and let them handle things on their own. Be clear that you are not a permanent part of their collaboration and openly communicate what your role is and where it ends.

10.

Additional support

Starting a new project always comes with the risk of failure, especially with a business partner you barely know. Many of the challenges formulated by the AVM were not necessarily topics and problems that must be solved immediately but welcomed in some time. To give the new collaboration the best chance of continuity and success, it is worth arranging for additional funding opportunities for the project. This will reduce the financial burden of this potentially risky collaboration, make it easier for the parties to get involved, and demonstrate the compatibility of AVM and CCI and lead to a long-term collaboration in which the first project is a foundation of trust.



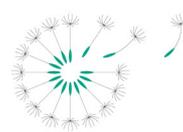
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